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HERE WE GO AGAIN –  
BIGGER AND BETTER!



## 1945 VICTORY GARDENS

This government information kit will  
help you stimulate gardening in your  
locality.

# Your VICTORY GARDEN PROGRAM-1945

TO VICTORY GARDENERS AND  
VICTORY GARDEN LEADERS

In view of the fact that our food situation is good, some people have been asking whether we should continue the garden program next year. To my mind the answer to this question is very simple; the answer is yes.

Entirely apart from the war needs for food, I realize that many of our people will want to continue gardening. Those who have good locations and who have learned the art of gardening can grow their own vegetables - in many cases - cheaper than they can buy them. They have also discovered that vegetables taste better fresh from their own gardens, and because of this their families are eating more vegetables and enjoying a more healthful diet than they might otherwise have. These people have also discovered that gardening is one of the most satisfying forms of recreation.

I would like to say, at this point, that we are not concerned only with encouragement of gardening in 1945. The Department of Agriculture and the State Extension Services have been advocating more and better farm gardens for many years. I think we should continue our gardens - not only for the food, but for the deep satisfaction they yield. And for the war years the extra food produced by town and city gardeners might be looked upon as insurance - insurance that we will have enough of the health-giving fresh vegetables.

*Marvin Jones*

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# The Facts - ABOUT 1945 VICTORY GARDENS

The wartime Victory Garden program for 1945 calls for as many gardens as in 1944.

At a recent meeting of garden leaders from many parts of the country, War Food Administrator Marvin Jones said: "Food is just as necessary as guns, tanks and planes. Home gardeners produced over 40 percent of the fresh vegetables this year and we are asking them to equal this record in 1945."

Farm goals call for continued full production in the year ahead, and the security of our food supply likewise depends on the sustained efforts of Victory Gardeners.

It is our firm national policy that there must be no let-down on the home front until the war is won. According to the War Food Administrator: "We have no grounds for believing that the Germans will stop fighting until the bitter end. This is added reason for keeping up production in our Victory Gardens."

A GARDEN WILL BENEFIT EVERY FARM FAMILY AND EVERY TOWN AND CITY FAMILY HAVING A FERTILE, SUNNY PLOT OR ACCESS TO A VACANT LOT.

A recent survey by the Department of Agriculture indicated that 18½ million gardens were grown in 1944. Here are the main reasons given:

1. To help the war
2. To get better vegetables
3. To save money

#### APPEALS TO VICTORY GARDENERS IN 1945:

1. Garden for victory. Gardens that supply 40 percent of our fresh vegetables are essential to win the war. Appeals to patriotism should be strengthened to overcome any possible temptation to let down in expectation of an early end to the war in Europe.

2. Grow your own and play safe. If you have your own fruits and vegetables, you don't have to worry about crop failures in other parts of the country, bottlenecks in transportation or distribution, or anything else that might otherwise keep you from getting what you want when you want it. We had enough fresh vegetables in 1944 only because of 18½ million Victory Gardens added to the largest commercial crops in our history, with growing weather exceptionally favorable.

3. Save money. You can supply your family with fresh vegetables for a whole season at very little cost except the work you put in (and that's good for you too). Even a small garden, if well planned and tended, will yield \$25 to \$50 worth of vegetables.

4. Build your health. There's nothing like exercise and better meals to improve your health, which is doubly important in wartime. Vegetables right out of the garden have the most food value--because for most vegetables there is a rapid loss in certain vitamins after vegetables are taken from the soil. For an adequate diet, the average American needs about 50% more green and yellow vegetables and about 20% more tomatoes and citrus fruits than were available in 1944, according to nutritionists in the Department of Agriculture.

5. Home grown food is tastier. It's not only because you raised it yourself, with sweat and care. Vegetables and fruits do have a better flavor when they are really fresh, as they are when they come right from the garden. If people get to like fruits and vegetables better, they eat more--not only of what they grow but also of what they buy in the store--and that's usually good for them too.

6. Gardening is fun. There isn't a better hobby for lots of people. It makes you feel good. It relaxes your nerves. It's a family enterprise that brings together father and mother, son and daughter. Of course, gardening is hard work, takes care and patience, gives you trouble with bugs and what not--but that's where a sense of humor comes in. And, incidentally, humor is one appeal that can work wonders.

7. Gardens help the community. Individual gardens...and more especially community gardens...promote neighborliness, sociability, cooperation. They stimulate a creative spirit that influences other community activities as well. They develop the kind of civic pride which spurs on the best in local enterprise.

THE ABOVE APPEALS ARE DESIGNED TO AROUSE AND MAINTAIN INTEREST. IN ADDITION, HERE ARE SOME PRACTICAL CONSIDERATIONS TO EMPHASIZE:

1. Plan your garden for a long season--something fresh coming up from early until late in the fall.
2. Home canning plans should be included in garden plans.
3. Succession crops and intensive gardening are the answer if your plot is small.
4. Vacant lots may be obtained for neighborhood and community gardens.
5. Fruit growing has great possibilities along with vegetables.
6. School gardens are particularly desirable in connection with school lunch programs.
7. Industrial gardens sponsored by workers and management are excellent to build morale and boost production through better diets.

PLANS FOR THE 1945 VICTORY GARDEN PROGRAM ARE WELL ALONG IN NATIONAL MEDIA--INCLUDING PRESS, RADIO, MAGAZINES. THE SAME IS TRUE OF PLANS BY THE GOVERNMENT AND BY MANY NATIONAL ORGANIZATIONS. EYES ARE NOW TURNING TO THE LOCAL VICTORY GARDEN LEADERS AND COMMITTEES IN EVERY COMMUNITY...THE FRONT LINE FORCES IN THE VICTORY GARDEN PROGRAM.

Gardeners can obtain local advice and assistance from their V-G leaders, including county agents, garden clubs and committees, etc. State information is available from the State Agricultural Colleges and Extension Services.

# Quotable QUOTES

History shows that nations with ample food supplies are ones that win victories. We cannot afford to gamble. We must do everything we can to make certain that every one of our fighting men has all the food he needs. Food is just as necessary as guns, tanks and planes. Home gardeners produced over 40 percent of the fresh vegetable supply in 1944 and we are asking them to equal that record in 1945.

Graves Jones

Victory Gardens are going to be just as important this year as they were last year. Victory gardening is more than a patriotic hobby; it is a wartime necessity and a vital part of our food program. We should not forget that food is still a vital war weapon and a powerful peace force. That is why farm and city people alike are being asked to grow victory gardens again this year.

Claude R. Wickard

The Victory Gardeners of America are facing another big wartime responsibility this summer. If our families are going to be as well fed this coming year as they have been this past year, we are again going to need record Victory Garden crops. This will not only insure our full larders but will make more of our war-short commercially canned goods available to our many war workers and others who are not in a position to grow their own food.

Clinten Bomber

# HORTICULTURIST

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## Health and Contentment In Gardening

By FREDERICK P. MOERSCH, M.D., Section on Neurology,  
Mayo Clinic, Rochester, Minnesota

THE four horsemen of the Apocalypse are again in the saddle. War, plague, famine and death ride heavily over the earth. Fear, pain and depression haunt us as evil spirits. Little wonder that we worry and have nervous fatigue and sleepless nights. How could it be otherwise? Such is the world in which we find ourselves today and in which we must make our emotional adjustments to gain some peace of mind.

For the soldier there are work, excitement and discipline. His lot is a hard one and he must steel himself to the task. His burden makes ours none the lighter, for we lack the purpose and determination that carry him to success.

In this turmoil of unrest we, the people, must find ways and means of maintaining our mental stability so as to serve well and not hinder the war effort by avoidable ill health. Some of us engaged in the daily routine of work have acquired hobbies to meet our needs in the role of health. Many of us are struggling aimlessly in search of health and peace of mind. We can do without happiness but we do crave contentment.

### Worries Dissolve

What avenue of escape from worries and fears is more wholesome and healthful than gardening? We frequently hear of "rest cures" for weary nerves. There is no question that the "rest cure" has its place. Here we are more concerned with general rules of health intended to prevent jittery nerves. The guide for gardening we must leave to the expert. For the person who is on edge, anxious and sleepless, and has a heavy heart, there is no more hope-inspiring, restful, healthful recreation than gardening. One might speak properly of gardening as a "work cure." Physical health and mental health go hand in hand, and with our physical program of gardening we should be in a better position to maintain or gain mental health. This year,

especially with all the enthusiasm regarding victory gardens, every beginner should have an added incentive in gardening. He may rest assured that he will be given ample help by his neighbors, his newspapers, journals and experts on gardening.

### Rich and Poor Alike

Of all hobbies gardening is one of the simplest, most satisfying and most salutary. Nature has a way of beckoning us but its simplicity may fail to impress us in our hasty and superficial search for happiness. The very simplicity of gardening is one of its chief assets. Burroughs in "Fresh Fields," referred to gardening as a means of play for both the rich and the poor. The expert gardener can never explore the wonders of nature completely. The novice is rewarded speedily for his mundane efforts. With the growth that he fosters there develops within himself a mental growth, a feeling of power and satisfactor. Certainly we should hardly expect to discover that very fountain of health in our own backyard.

Gardening, like any constructive hobby, tends to grow and new interests are added rapidly. What was at first a mere means of occupying a few spare hours gradually unfolds into a world of new wonders. As Cabot has so well stated, play should serve as recreation and re-creation. This above all is true of gardening. Some hobbies demand much time, special training and financial outlay, all of which tend to frighten and discourage the beginner. Start the garden with simple plans and modest tastes. A single season should demonstrate one's love for gardening and the wisdom of expansion. The real purpose of gardening is not to be measured in the abundance of the flowers or of the fruits but rather in one's own efforts and in the execution for one's own plans. The very growth of the hobby fulfills the requirements for good mental health.

Gardening offers one a delightful

method of daily exercise. The muscles are made firm, the digestion improves and the nerves become relaxed. In this new and expanding world of fresh air and sunshine, one's entire outlook on life seems to broaden. One gradually develops a philosophy of tranquility. For a vicious life cycle one substitutes a healthy pattern of life. Work becomes a pleasure and the resulting wholesome fatigue serves as a tonic to body and soul.

As the gardener's interests take root the leisure moments of the day and the troubled hours of the night are turned to constructive thinking. Healthy thoughts gradually replace melancholy thoughts. The evil spirits of anxiety, worry and fear find it more and more difficult to intrude themselves on us. In place of wakeful nights spent in worrying about things we cannot help, it becomes possible to plan the work for the morrow enjoyably and fall asleep dreaming of roses rather than stubborn sheep.

There is something seductive about the attachment one develops for the soil. There are so much to see, so much to learn and so many little things to do. There is no time for boredom or unhealthy thinking. There are flowers and vegetables to plant, the soil to turn, new shrubs, or a new ground cover to try on some barren slope. There are books and also "The Minnesota Horticulturist" to read, the "Garden Club" to attend and the neighbor's garden to visit. One accomplishment leads to another victory, not to mention victory over self.

### New Adventures

There is an endless chain of adventure in gardening. From the early spring seeding until the late fall harvest we delight in the pleasing intoxication that comes from close communion with nature. The early morning with its peace and quiet becomes a treasured hour. Even the birds take on a new significance and perhaps this will be the first summer that we really come to know the habits of the wren, the grosbeak and possibly the bluebird. We may even learn the song of the oriole and the call of the cardinal, that wonderful bird that is so readily encouraged to spend the winter with us and add a bit of sunshine to each winter's day. What gardener does not soon learn to rec-

## THE MINNESOTA HORTICULTURIST

ognize the humming-bird moth, that ethereal creature that delights to hover over a bed of petunias at dusk! It is indeed difficult to remain morose in the garden.

The true gardener will even find some delight in the more unpleasant tasks that are encountered in any endeavor. There are spraying to do, fertilizer to work into the soil, weeding, and other pests to subdue. Trimming, staking, pruning, cultivating, all are conducive to backache but on the morrow the ache is forgotten. The lover of the outdoors will even find ways and means of combating cut-worms, mosquitoes and the many other annoyances that are bound to present themselves in any garden from time to time.

So the months pass. Each sunrise brings fresh joys and new hopes. Each sunset comes too soon. The flowers have bloomed, the vegetables matured, the fruits ripened. The gar-

dener, weary of limb but tranquil in spirit, sees by the advancing twilights that autumn's quieting hand is gently putting to rest in its earthly sepulcher the flowers, the plants, the shrubs and the 'rees that he has come to love. Winter follows quickly and with its silent requiem lays a warm mantle over the peaceful earth. The garden sleeps and the snow reflects the memories of a happy summer. But all is not left to memory. From our victory garden we should have on our shelves the fruits of our labor. Then, too, there are tools to clean, stakes to repair, bulbs to dry and perhaps a few flowers to display in a sunny window. If we have been wise we have arranged a bird-feed so we may watch the cardinals from our window. Finally, we have gained health and contentment. All these are rewards which will serve as a benediction throughout the winter for our toil and devotion.

## Gardening After Victory 1/

After three years of successful Victory gardening, we meet this year with the knowledge that the war is not over. We, on the home front, know that there will be a real, sustained interest in Victory Gardens in 1945. The first objective of Victory Gardens in 1945, as in the past 3 years, is to assure ample amounts of fresh vegetables and fruits for home use. Studies made by nutrition committees and those conducting opinion surveys show that without Victory Gardens, many people today would be living on inadequate diets.

In addition to the importance of nutrition and adequate diets, there is another health factor in Victory gardening. It is especially important during these times when sons are in battle overseas and when all of us are under the nervous tension of wartime living. In the field of spiritual nutrition, of bringing peace of mind to people troubled by an undercurrent of worry and concern, Victory gardening has done, and can continue to do much. The importance of this phase of Victory gardening was ably brought out in an article by Dr. Frederick P. Moersch, of the Section on Neurology, at the Mayo Clinic, Rochester, Minn., appearing in the May 1943 issue of the Minnesota Horticulturist.

After Victory finally comes, there are many reasons why the enthusiasm for Victory Gardens, unloosed by war, should be kept alive for the days of peace. Garden clubs and horticultural societies in the last two decades have contributed much to the urban garden movement, of gardening for gardening's sake. When the country begins to speak of post-war programs, gardening should find its proper place. It should be given more consideration by those responsible for developing real estate projects; by urban and rural zoning officials; State, county, and local officials; builders, architects, and citizens. We must keep in mind the great human potential that is hidden in the mysterious power of plants to beautify our surroundings. We find proof of that power in the pleasure we derive from plantings in public parks, around business buildings, and along the streets and highways and railroad rights of way. Planting and caring for trees and shrubs and flowers around our own homes can give us an awareness of the worthwhileness of life that can be found in no other work.

An excellent article, written by Dr. Charles J. Robbins, professor of botany at Columbia University and in charge of the Botanical Gardens at the Bronx in New York, appearing in Science, November 17, 1944, emphasized the importance of professional help for urban gardeners.

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1/ Summary of remarks by M. L. Wilson, Director of Extension Work, before the National Victory Garden Conference, U.S.D.A. auditorium, Washington, D. C., November 28, 1944.

It would be well for this National Victory Garden Conference of 1944 to consider what can be done in urging the employment of urban extension agents, professionally trained in gardening and horticulture, to serve urban gardeners with their many problems. Such extension agents would work with city and urban horticultural and garden groups as the county agricultural agent works with farm groups.

One of the Nation's first enthusiastic gardeners was Thomas Jefferson, whose agricultural bicentenary was commemorated during the year that closed on April 17, 1944.

Jefferson's love for gardening proceeded from an unseen faith that gardening and health were somehow linked together. His faith may have emanated from his own satisfaction derived from gardening. Today's knowledge about both physical and spiritual health verifies Jefferson's feeling about gardening and provides us with a sound scientific justification. But, in addition to having learned from science that Jefferson was right, we also stand on the fortress of practical experience. In carrying on the battle for Victory through gardening, millions of gardeners, young and old, have revived an old custom which we hope may become a vital and much practiced art in the world of better living tomorrow.

\* \* \*

# *Victory Garden appeals in '45*



## *GARDEN FOR VICTORY!*

Victory Gardens supplied  
40% of our fresh vegetables  
last year. *KEEP IT UP!*  
the war isn't over yet!



## *PLAY SAFE GROW YOUR OWN!*

No worry about crop failures or distribution bottlenecks if you grow your own. 18½ million gardens last year sure helped



## *SAVE MONEY!*

A garden costs little  
but for a few supplies and some of  
your time. Its cash saving is amazing



## BUILD HEALTH!

Gardening builds muscles and a healthy appetite - and supplies the good food to satisfy

## IT TASTES BETTER!

They'll want to lick their plates clean when you serve home-grown food



## GARDENING IS FUN!

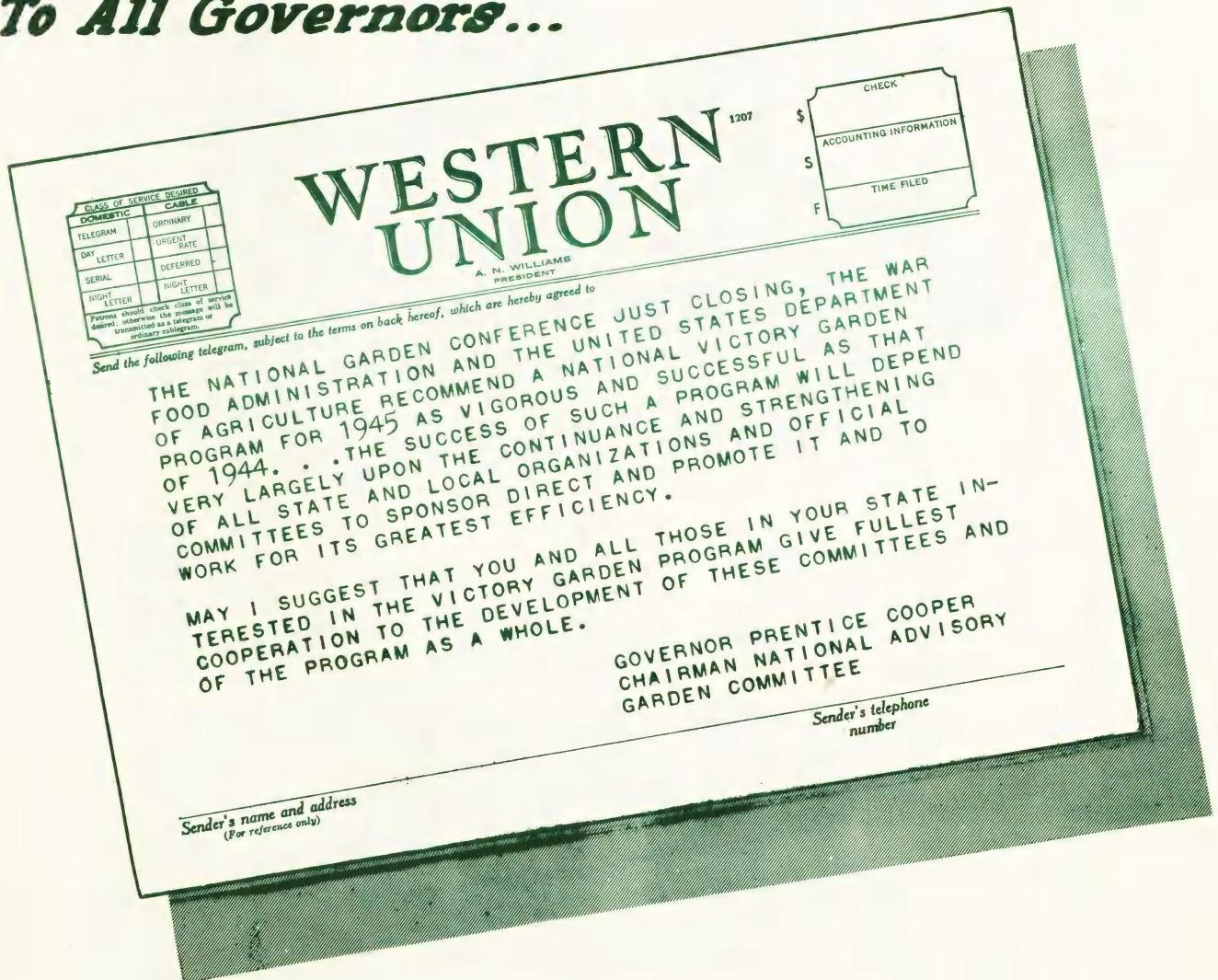
Working in the garden is surprisingly relaxing and satisfying - and it brings the family together as a happy team

## COMMUNITY IMPROVEMENT

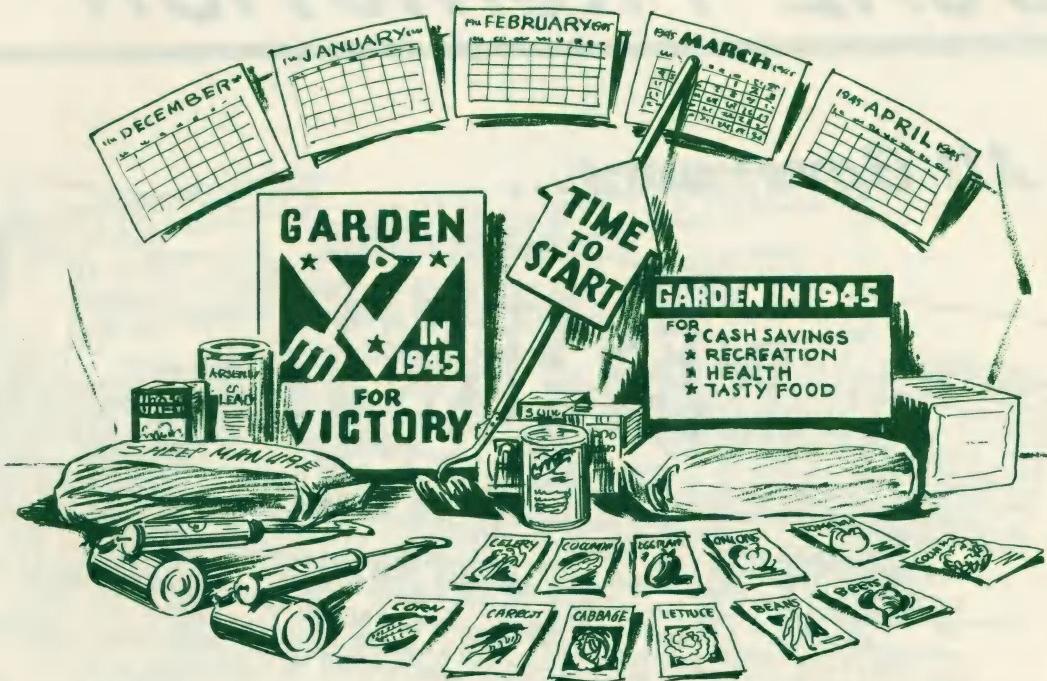
Victory gardens everywhere are bringing people together in a new spirit of civic pride

# LOCAL PROMOTION -

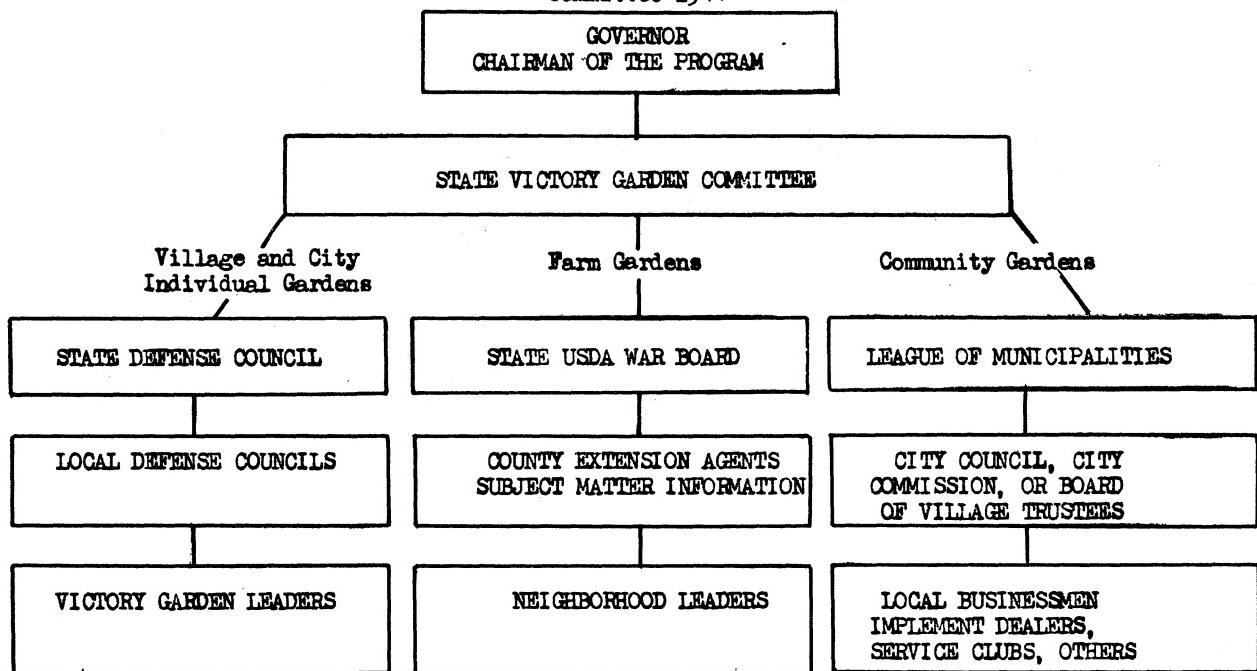
**To All Governors...**



# Some suggestions for *WINDOW DISPLAYS*



Here is a practical administrative outline for a state Victory Garden Program that has been successful. As a result of efforts in 1944 gardens were increased by an estimated 10 percent. Taken from the report of the North Dakota Garden Committee 1944



#### THE STATE GARDEN PLAN

- I. The Governor will act as Chairman and Coordinator of the state Victory Garden Program and will appoint an Executive Garden Committee of 5 people. The committee shall;
  - A. Draw up the proposed state Victory Garden Program for 1945.
  - B. Be responsible to the Governor throughout the season for the administration of the state Victory Garden Program.
- II. Publicity
  1. The Governor to issue a Victory Garden Proclamation (statewide broadcast).
  2. Regular weekly garden broadcasts on agriculture programs.
  3. Regular weekly news releases on timely garden topics to be sent to daily and weekly newspapers throughout the state.
  4. Urge the use of more local news stories on gardening by local papers.
  5. Obtain the widespread distribution of a state Victory Garden poster.
  6. Copies of the latest state publication on Freezing Fruits and Vegetables be distributed to every locker owner.
- III. Plan for Village and City Gardens
  - A. City gardens shall be the responsibility of Local Defense Councils where such Councils are organized and functioning.
  - B. In cities with populations of 1,000 or over, some members of the State Victory Garden Committee shall, as time and travel permit:
    1. Meet with as many as possible of the following representatives:
 

Chairman of the Local Defense Council	Mayor or someone named by him
Representative of the local press	Chamber of Commerce or Civic Club
Schools (including Smith-Hughes instructors wherever departments are found)	
Service Clubs	Local implement dealers
Commercial gardeners	County FSA Supervisors
County Agents	

- C. At this city garden meeting, the following considerations will be discussed:
1. Last year's garden program.
  2. Availability of suitable garden plots for 1945.
  3. Need for providing a community garden plot.
  4. Possibility of a community storage cellar.
  5. A house-to-house survey by Civilian Defense Block Leaders or schools, of garden needs.
  6. The need for local distribution of timely leaflets and bulletins on gardening.
  7. The naming of a local Victory Garden Chairman whose responsibility shall be:
    - a. Taking the lead in any community Victory Garden Program. (N.B. Smith-Hughes Instructors are well qualified to serve as Victory Garden Chairmen.)
    - b. Arranging for rental of city and county owned plots.
    - c. Serving as a clearing house for requests for plowing or other garden assistance.

#### IV. Plan for Farm Victory Gardens.

- A. The County Extension Agent or Agents shall be responsible for educational work in connection with farm Victory Gardens.
  1. FSA Supervisors shall continue to give assistance for farm security families.
- B. Neighborhood Leaders shall again be Victory Garden Committeemen in rural farm areas.
- C. A supply of Special Circular A-1 "Victory Garden" be placed (not later than March 15) in a conspicuous place everywhere that garden seeds are sold in each county.
  1. Special Circular A-1 contains a list of recommended varieties, when to plant, spacing, seed necessary, and yield that can be anticipated.
- D. That copies of the State garden poster be placed in all banks, stores selling garden seeds, creameries, county rationing offices, County AAA Offices, County Farm Security Offices, Smith-Hughes Departments, and County Extension Offices in each county.
  1. At least one copy of the poster should be displayed in each village and city in the county.
- E. The County Extension Agent, through the medium of news stories and War Service Letters to Neighborhood Leaders shall see that timely information on gardening is disseminated throughout the farm areas.
- F. The County Extension Agent shall keep a supply of timely garden leaflets for

village, city and farm people on:

1. Garden Varieties
2. Garden Insect Control
3. Garden Disease Control
4. Vegetable Storage
5. Canning Vegetables and Fruit
6. Freezing Vegetables and Fruit
7. Brining Vegetables and Fruit
8. Drying Vegetables and Fruit

#### V. Plan for Community Victory Gardens (Chiefly in cities of 1,000 population or over).

- A. The Executive Secretary for the State League Municipalities shall contact all member municipal governments and outline part they can contribute to a Community Victory Garden for their city.
- B. Community Victory Gardens require consideration of:
  1. A Victory Garden Chairman or Committee.
  2. Some group as sponsor -
    - a. City Government
    - b. Service Club
    - c. School
    - d. Park Board
    - e. Other
  3. Some supervision -
    - a. Assignment of plots
    - b. Keep down weeds on margins
    - c. Help prevent vandalism
  4. Availability of water -
    - a. Helpful even in limited amounts in dry seasons
  5. Tractor or horse power for plowing, discing, and harrowing.
  6. Size of plots -
    - a. Two sizes are popular
      - (1) 50x70 for small families
      - (2) 50x140 for family of five
    - b. Larger plots for those who want to grow corn, vines and year's supply of potatoes.
  7. Typical rentals for plots:
    - a. \$3.00 for 50x140 dry land
    - b. To \$10.00 for irrigated plots

# Get on the Air!

Here are hints to help you

**GET BROADCAST TIME  
PLAN YOUR PROGRAM  
GET SPONSORS  
GET NON-COMMERCIAL SUPPORT**



## 1. Plan Ahead to Use Radio

One of the first things you tell every Victory gardener is to lay out his garden on paper first.

The same kind of advance planning is just as necessary to effective use of radio by garden leaders.

Radio won't take the place of meetings, posters, leaflets, news stories and personal visits. But you can talk to a great many people by radio. It's an effective way to publicize and round out your entire program. You can give out timely information quickly—for instance, where to get a brand-new leaflet on insect control that's particularly suited to your community. You can tell people where to go for detailed help. You can attract people to your project by human interest stories on gardening in your own community or all around the Nation. The story of what the other fellow is doing with his hoe is sure-fire to get more men (and women and children) behind their hoes.

So when you make your over-all plan, include a radio section in the first draft and keep it there. Think it through and talk it over as carefully with your key assistants as you do any other section of your plan. Here are some thoughts that may help you.

## 2. Get Acquainted at Radio Stations

Do you know the program directors at the radio stations that serve your area? If not, pay them a visit and get acquainted. Radio stations are organized to serve the public, and the people who run them are interested in any activity that benefits the community. They will be glad to meet the people who spark-plug these civic projects. If station program directors know what you are doing far enough in advance, they can give you practical suggestions about getting time on the air, and how to make the best use of this time after you get it.

A number of stations with large rural audiences have farm directors who spend most or all of their efforts on agricultural subjects. If there is a "farm program director" in your area, he is sure to be interested in garden programs. He has the background of experience that should prove most helpful to you. Be sure not to overlook a farm program director, if there's one in your vicinity.

## 3. Home Gardens More than Food Factories

A home garden can mean much more to a family than merely a source of food. It is also a source of healthful recreation and education for every member of the family. Working in a garden can give you as much healthy exercise as a game of tennis. It develops teamwork and fellowship between family members of all ages. It teaches youngsters an appreciation of the land and its bounties that will provide them many hours of healthful activity and skills that will enrich their lives to the end of their days. Hundreds of youngsters have been headed down a long trail of happy experiences by having their names traced in fresh-turned soil at the edge of the garden by an older member of the family. Then, together, they sowed tiny grass seed in the tracing. A few days of warm sunshine, and there was the name faintly green against the brown earth. The grass grew and the owner of the name watched and cared for it, with sage suggestions on weeds and watering from his older relative. He learned fascinating lessons about Nature and developed healthful ways of occupying his time that is denied kids who never had an opportunity to work and play with their elders in a family garden. The radio offers an excellent chance to bring this fact home and create interest in home gardening as a worthwhile family training ground.

## 4. Watch for Good Material - It's Everywhere

Keep your eyes and ears open for effective,

interesting material. It doesn't have to be spectacular or profound. A neighbor who has a "green thumb" is just as likely to be a good possibility for a radio program on how to prepare garden soil for planting as a professor from a well-known educational institution—if you have the neighbor handy and don't have the professor. Homemakers who can give dollars-and-cents information on how much they reduced their food budgets with produce eaten fresh from their gardens and canned for later use can pack more persuasion into five minutes than many bulletins can put into twenty pages. 4-H Club boys and girls who have had home gardens for projects often have a food production story to tell that produces an astonishing effect on grown-ups who've never raised more than a few rows of early lettuce and radishes. Programs built around the beginner who does everything wrong—like planting the lima beans and plunking the fertilizer into the hole right on top of the seed—are always sure-fire. If you can't get the beginners to tell on themselves (and you probably can), you can doubtless find an old hand who can draw many such stories from his wide experience. Indeed experienced gardeners almost never get together without telling episodes that would make top-notch radio programs, if someone would follow through and "work them up."

#### 5. Organizations Can Help

Garden clubs, interested chiefly in flowers and ornamentals, and other civic organizations frequently have regular time allotted them by radio stations. They may wish to join with you in promoting interest in vegetable gardens to the extent of sharing some of their radio time for a definite series of programs. Such arrangements have several advantages. The prestige and support of other groups will automatically increase interest in and strengthen your program. A going program has an established audience, so you will not be working in the dark for listeners. You will have a fairly good idea who they are and how many. That will make it easier to slant your programs to your listeners and establish what public speakers call a good "sense of communication" with your audience. An established outlet is also likely to make it easier to secure effective "guest speakers," and other program cooperation. If you can adjust the schedule to your subjects, rather than your subjects to the schedule, you can greatly improve your "timing" on the seasonal phases of gardening.

#### 6. Things to Remember about Radio

If you haven't had much experience with radio programs, here are some points to remember that will help you in handling your material. Also, they will make it easier for radio-station people to work with you—and give you the most effective assistance.

A radio station is engaged in serving the public. There is no reason to be backward about

asking for time to publicize and promote home gardening. On the other hand, radio stations have standards they want their programs to measure up to. So when you ask a station to give you time to broadcast, you have a responsibility to put on a program good enough not to lose listeners for the station.

Don't try to pack everything you would put in a long lecture into a ten-minute radio program. If you get across one important idea for every five minutes of time, be satisfied. The fact that a radio program gives you a chance to reach the largest number of people for your time and effort is what makes it worth doing. Work to get your listener interested and create a desire for more information. Then tell him where to go for details.

Unless you are experienced at broadcasting, you will probably not want to put on many "ad lib" (unwritten) programs. They are likely to be superficial. So you'll probably want to stick to written scripts, carefully prepared well ahead of time. Make these scripts as "conversational" as you can. Most of us have been brought up to write differently from the way we talk. As a result we may sound stiff and "formal." So you may not find it easy to write conversationally. Maybe thinking about the job this way will help. If you have only a few minutes to talk to somebody, you don't attempt to tell everything you know. You select a few facts and try to put them across to your listener simply and clearly. When necessary, you repeat. Repeating can be very important in radio because the listener has only his ears to depend on. Be careful about figures. Most people won't remember more than one or two, and then only if put forward simply. "Three gardens out of five" or a similar method of expression that the listener can catch and retain.

Rehearse your scripts aloud enough times to be thoroughly familiar with them. Many of the faults of "stiff" writing—things that look all right on paper—will show up instantly when you read the material aloud.

When you go before the microphone, be friendly and get a smile into your voice if you can do it naturally. But be sure the smile in your voice is natural—not affected. Nothing picks up and exaggerates affectations of the voice like a microphone. The most successful broadcasters are sincere and natural. They "believe it" themselves.

What these pointers on the business of radio actually boil down to is something like this. If you make your radio programs what would be considered good dinner-table conversation—pleasant, interesting, and informative—you are on the right track.

SUGGESTED SCRIPT FOR RADIO PROGRAM DIRECTOR OR VICTORY GARDEN LEADER:

And now let's talk about gardens. Not long ago, War Food Administrator Jones said that every one who grows a garden serves his country as well as himself. That means home gardens will be as important this year in providing food to win the war as they've been since we got into the fight.

I heard a man griping the other day. "Why," he said...."this business about us needing more food is a lotta stuff!"

The fellow he was with sort of questioned him, so he went on. "They talked about grow more in '44....grow more in '44. Well...I grew more in '44. I had a garden. Then what happened? They took the points off most canned vegetables about the time my wife started thinking about putting up what I'd grown. She didn't like it a bit. She told me we don't hafta grow our own food. There's plenty of it for sale."

That's what he said. And it sounds almost reasonable....doesn't it? But it's not. Not by a long shot.

I wonder why the man supposed point values could be taken off most canned vegetables. Guess he didn't realize that he was partly responsible. The amount of home gardening and home canning done last year and the year before helped make it possible to let everybody get all the canned vegetables they wanted during this past fall and up to now.

We don't like rationing our food. We'd rather not do it. And canned vegetables were rationed in the first place because they were scarce. We've got to keep our supply of them up if we're going to get our vegetable supplies ration free.

Another thing. A recent survey made by the Department of Agriculture shows that tomatoes were the most popular vegetable with home gardeners last year. They were found in almost every garden in the country. Naturally a whale of a lot of 'em were canned at home. And I'll bet not a woman who put up tomatoes last season is sorry she did it. Because I know and you know that canned tomatoes are one of our scarcest and most vital foods now.

But enough about canned home grown vegetables. Let's look at gardening from the fresh food angle.

Did you know that last year....over forty percent of our national fresh vegetable supply came from home gardens? It did. Victory gardeners produced over forty percent of the fresh vegetables we ate last year. But can you remember any time when the nation as a whole had too much of those fresh market truck crops? Of course you can't. We didn't have too much. We needed all the fresh vegetables grown in 1944. And we're going to need as much and more this coming year too.

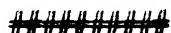
You've heard General Forrest's explanation of his winning tactics. "You've gotta get thar fust with the most men." In modern warfare....the wording has been changed a little to getting there first with the most men and supplies... but the principle still holds. It's still good tactics to get there first with the most. It'll win the battle.

As for winning the war....well....to do that....we've got to hang on the longest. The side that can last fifteen minutes after the other side gives in comes out the winner. So we must not only get there first...we've got to hang on. Keep producing. Once we slacken...we may be putting off V-Day.

Victory garden leaders from every part of the United States met in Washington back a couple of months ago. Here's what the War Food Administrator told them. "We can't afford to slow down now when Victory is almost within our grasp," he said. "History shows that nations with ample food supplies are the ones that win victories. We cannot afford to gamble. We must do everything we can to make certain that every one of our fighting men has all the food he needs."

That puts up on the spot...doesn't it? The garden spot.

Leaving out the fact that gardening is pleasant...that it's healthful....that it saves us money....that it enhances the land....(and all of those are good reasons for having a garden)....we're still facing a war. And as long as we are...we must do everything possible to speed the victory. From our past years' experience...we've learned that growing home gardens helps. So let's plan bigger and better gardens for 1945 right now.



SUGGESTED SCRIPT FOR VICTORY GARDEN INTERVIEW BETWEEN VICTORY GARDEN LEADER AND  
ANY PROGRAM DIRECTOR:

NOTE: This script is a combination of planning and "how to do it." These might be separated with each one used as basis for a radio interview localized to bring in situations and timing that should prevail locally

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PRO.DIR:

Once upon a time, last summer, many of us predicted the end of the war by Christmas. Well...our men overseas are still fighting. And we've got to keep up our part of the fight too. So today...I've asked \_\_\_\_\_ of the \_\_\_\_\_ to talk about one war job facing us. You would say gardening is a war job...wouldn't you, \_\_\_\_\_?

V.G. LEADER:

One of our most vital war jobs...\_\_\_\_\_. Each garden means more food. And there's no way to say how much we need an ample food supply.

PRO.DIR:

It's an old story anyway.

VG LEADER:

It may be old. But it bears repeating...again and again. The war is not won. We must have plenty of food. And that means Victory Gardens will be needed again this year.

PRO.DIR:

I don't want to put you on the spot. But what about all those surpluses we had last year? They were surpluses.

VG LEADER:

That's not putting me on the spot. Think a minute about which foods were surpluses, as you call them.

PRO.DIR:

Well....eggs....for one thing.

VG LEADER:

Right.

PRO.DIR:

But I remember a whale of a lot of potatoes and onions too. Some Eastern markets were flooded with snap beans. It seems to me that in Virginia the War Food Administration had to buy spinach once to support the price.  
(OTHER LOCAL ABUNDANCES MAY BE SUBSTITUTED)

VG LEADER:

Is that all you can remember?

PRO.DIR:

Aren't those enough to prove my point?

VG LEADER:

Not for me. You're right about the potatoes. But not many gardeners raised potatoes. That was a commercial crop. As for the onions...they matured in several different crop areas at the same time. And for a while...we did have too many to handle easily...but not more than we needed. The beans and spinach...as you said yourself...were only local abundances. They were soon used up. What's more...it's better to have plenty than not enough.

PRO.DIR:

Wait a minute. I give up. Anyway...leaving out the potatoes...fresh vegetables never got down to what we'd call a cheap price last year.

VG LEADER:

\_\_\_\_\_, we can't estimate the value of home gardens in previous years. We do know they've saved thousands of tons of fresh and canned fruit and vegetables for the armed forces. They saved transport services. Processing equipment and labor....

PRO.DIR:

To say nothing of the good food folks get from their gardens. Better quality for less money.

VG LEADER:

But the gardens we've had are past history. We want to concentrate on gardens for the coming season now.

PRO.DIR:

Does the government want us to have Victory Gardens again?

VG LEADER:

Yes indeed. War Food Administrator Jones said not long ago that home gardeners produced over 40 percent of the fresh vegetable supply last year. He asked us to equal that record in 1945.

PRO.DIR:

Then it's about time for me to write around for a collection of seed catalogs and stuff.

VG LEADER:

Past time... \_\_\_\_\_. We really should be well along with our garden plans now.

PRO.DIR:

Tell me.... \_\_\_\_\_, how's the best way to make garden plans?

VG LEADER:

It's a little like planning a bridge. You've got to figure out where you want the garden to begin...and where you want it to end. You've got to estimate the traffic load you want it to carry and the best way to accommodate that load.

PRO.DIR:

So step one would be deciding on the things I want to plant in an early garden and those that'd come in the late garden.

VG LEADER:

\_\_\_\_\_, you talk like you've had a lot of experience.

PRO.DIR:

A little.

VG LEADER:

You're right about that first step. Plan your crops. The next thing is getting all your equipment in order...your seed bought, your fertilizer and insecticides ready.

PRO.DIR:

Even before the first seed goes in the ground.

VG LEADER:

The advantage in getting your things early is that you have 'em when you need 'em. I know some gardeners last year who waited until they actually needed rotenone before they tried to get it. By then....there wasn't any more.

PRO.DIR:

I'm going to get fertilizer...but soon. I've seen some people trying to garden on land that doesn't even grow healthy-looking weeds.

VG LEADER:

A hopeless job...isn't it. But use the fertilizer lightly. It's easy to burn up plants with the stuff.

PRO.DIR:

One time it's easy to get too much of a good thing....huh?

VG LEADER:

Exactly.

PRO.DIR:

But that's taking us away from planning and preparing for the garden. It's more telling how.

VG LEADER:

Well...there's one thing I want to say about preparing the land for a garden. It pays to be ready for drought.

PRO.DIR:

Be sure the hose is mended....

VG LEADER:

Unfortunately...a lot of gardens can't be reached with hose.

PRO.DIR:

You can't do much in that case but hope...can you?

VG LEADER:

You can hope as you spade under a large amount of compost.

PRO.DIR:

Compost being rotted leaves...straw...manure...weeds that haven't gone to seed.

VG LEADER:

Any organic material is good. Just have lots of it.

PRO.DIR:

Because it's one thing that'll help hold moisture come summer and dry weather.

VG LEADER:

Well....that's about all there is to planning and preparing. But we ought to get an early start.

PRO.DIR:

You mean we ought to get out and dig right now?

VG LEADER:

It's a good idea to space the ground soon as you can. Then the first good weekend that comes up this spring...you'll be ready to start planting the early crops, like peas and turnip greens.

PRO.DIR:

Then let's see. We should plan our gardens now. Get our supplies ready. Spade up the land and use plenty of good compost as we're doing it.

VG LEADER:

Letter perfect, \_\_\_\_\_.

PRO.DIR:

About those supplies...\_\_\_\_\_? Will we be able to get them all right?

VG LEADER:

I think so. The latest word of the Department of Agriculture is that we shouldn't have too much trouble getting the seed, fertilizer, insecticides and tools we have to have. But buy only what you need.

PRO.DIR:

Don't worry. I'm not one to squander my money on extra garden supplies. But there's one thing that bothers me a little bit.

VG LEADER:

What's that?

PRO.DIR:

I'd have a better garden if I had more land.

VG LEADER:

Aren't you confusing quality with quantity there, \_\_\_\_\_?

PRO.DIR:

Maybe so. But it seems like I'm not adding much to the national food supply with the vegetables from such a little plot. A man I know raised enough on his land to furnish his family with vegetables for the whole year.

VG LEADER:

Not bad. But you don't have to have a large plot to garden successfully. Some of the prettiest gardens I've seen have been small. Perfect little gems.

PRO.DIR:

But you don't get much from them. Do they make it worth while?

VG LEADER:

You bet your boots they do! In a small plot...say fifty by thirty.... or even less...you can grow a lot of food if you really try -- and the country needs all the food we can grow.



HILLCITY HIGH SCHOOL  
Hilltown, Mississippi

Dear Ann —

You were right when you said I'd like it here very much. Everyone is so friendly and the civic spirit in the community is wonderfully high. For example, starting next week we're going to begin a poster and essay contest on Victory Gardens. The Federation of Women's Clubs, the Parent-Teachers' Association, several of the men's organizations, all under the direction of our Victory Garden leader, are sponsoring the contest. War Bonds and Stamps will be given as prizes. Separate contests will be run in each grade so that the competition will be fair. The youngsters are excited about it and so are the teachers, including myself.

At staff meeting our local newspaper editor promised to run the winning Victory Garden essays in the paper. The secretary of our Civil Club asked us to give the club all of the winning posters. They want to build Victory Garden window displays around them all over town.

Your school is probably going "all out" on Victory Gardens too, so I'm sure you're interested in all of this. Do you think you can top us in this congenial family feeling of pulling together to win the war?

All best wishes,  
*Betty*

# Movies...



**GARDENING.** 1 reel, 16mm., sound; produced in 1940 by Erpi Classroom Films, 1841 Broadway, New York, N. Y. Follows a boy and girl through a garden-raising project from the selection of seeds to the harvesting of the crops. Radishes, carrots, lettuce, beets, beans, corn, pumpkins, onions, tomatoes, and potatoes are cultivated and harvested. Attention is directed to aspects of soils, growth, role of the sun, insect pests, and to the various parts of plants used for food-leaves, stems, buds, and roots.

**GARDEN FOR VICTORY.** 2 reels, 16mm., silent, in color; 1 reel, 16mm., sound, in black and white. Bell and Howell, 1801 Larchmont Ave., Chicago, Ill. Shows practical steps in planting and care of a backyard vegetable garden. Produced in collaboration with the National Garden Bureau.

**THE GARDENS OF VICTORY.** 1 reel, 16mm., sound. Better Homes and Gardens, Meredith Publishing Co., Des Moines, Iowa. Designed primarily to inspire people to plant victory gardens. While placing major emphasis on the reasons why Victory Gardens are needed as part of civilian war work, it covers the main practical points to be followed in making a good food garden. Aimed directly at the urban back-yard gardener.

**THE FARM GARDEN.** 2 reels, 16mm., sound; in Kodachrome. Released in March 1943 by the U. S. Dept. of Agriculture, Washington, D. C. Presents the fundamentals of garden husbandry with particular reference to the farm garden and the national food emergency: Planning a garden; preparation of the ground; when and how to plant the seeds; treating to prevent rot and blights; transplanting young plants; thinning; cultivating. Garden pests and diseases, including corn smut, ear worms, Japanese beetles, bacterial blight, potato beetles, cabbage worms, Mexican bean beetles, downy mildew, anthracnose. How to control them. The rewards of good gardening.

**VICTORY GARDEN.** 1 reel, 16mm., sound; in Kodachrome. Triangle Film Productions, 7936 Santa Monica Blvd., Hollywood, Calif. Shows in detail how to plant a victory garden.

**HOME VEGETABLE GARDENING.** This is a sequel to "Garden for Victory" in black and white, running time 20 minutes, two reels. Detailed information on Victory Gardening. Special advice for late season gardening. Produced by U. S. Dept. of Agriculture to be released soon.

**GROW YOUR OWN.** (To be released early in the New Year 1945 by the Department of Agriculture). This film is designed to encourage the continuance of Victory Gardening among town and city folk and will suggest in a light vein some of the things that should and should not be done in amateur gardening.

**GROWING THINGS.** (1942) 16mm., silent; 28 min. Cleveland Heights Board of Education, 1745 Lee Blvd., Cleveland Heights, Ohio. A color film in which elementary pupils show various phases of school garden work including planning the garden, preparing the seed beds, transplanting, cultivating, removing insect pests, and harvesting.

**HOW TO PLAN A VICTORY VEGETABLE GARDEN.** 1 reel, 11 min., 16mm., silent, 1943. Aetna Casualty and Surety Co., Hartford, Conn. Contains specific suggestions for choosing the location of the garden, determining its size and selecting the best crops to plant. Points out that a well chosen

vegetable diet provides many essential vitamins and minerals. Explains the best source of these elements. Easy to follow guide to better gardening.

FILLING THE GAP. 1 reel, 7 min. Distributed by the Film Officer, British Information Services, 1336 New York Ave., N.W., Washington, D.C. An appeal, in animated cartoon, to grow vegetables on every possible bit of land in order to leave the farms free for other crops.

PREPARED FOR A GARDEN. 2 reels, 16mm., silent. Distributed by Akin and Bagshaw, 1425 Williams St., Denver, Colorado. All the necessary steps in preparing the soil; planning for correct irrigation; planting the seed and caring for the plants as they grow. Reel 1, clearing, composing, fertilizing. Common pests. Reel 2, soils, spading, hot beds, cold frames, shelters.

SUMMER CARE OF THE VICTORY GARDEN. 2 reels, 16mm., sound, 1943, Astma Casualty and Surety Co., Hartford, Conn. This color film is one of a series of films which Astma is producing and making available for public distribution in order that spare time gardeners can get the maximum benefit from Victory Gardens. This is the second in the series, and it gives definite suggestions on plant cultivation, pest control, weeding, mulching, watering, thinning, and other phases of cultivation. (Movie Makers).

#### BRITISH GARDEN FILMS - 16mm.

DIG FOR VICTORY. 1 reel, 7 minutes. An instructive appeal to everyone to get a piece of land and grow vegetables to relieve the food shortage. Gardening, from spading the ground through planting, weeding, transplanting, and gathering the grown vegetables, is demonstrated by a master of the craft.

HOW TO DIG. 2 reels, 17 min. The first of a series of instructional films on gardening. Demonstrates the best methods of breaking up new ground and dealing with established plots. The methods shown are double digging on grassland, double digging on cultivated ground, and simple digging.

SOWING AND PLANTING. 1 reel, 13 min. Instructions for the best results in planting onions, peas, Brussels sprouts, cabbages, potatoes. A sequel to "How to Dig."

STORING VEGETABLES INDOORS. 1 reel, 13 min. How to store shallots, runner beans, onions, haricot beans, and tomatoes.

STORING VEGETABLES OUTDOORS. 1 reel, 9 min. How to store potatoes and carrots outdoors, and the technique of straw thatching.

All the British films in the above list are available from the following depositories, on giving two weeks' notice:

Washington, D.C. (serving Maryland, Virginia, West Virginia, N. Carolina, and the District of Columbia)      The Film Officer, British Information Services, 1336 New York Ave., N. W., Washington, D. C. Tel. Executive 5525

Chicago, Ill. (serving Indiana, Michigan, Illinois, Wisconsin, Iowa, Minnesota, N. Dak. and Nebraska)      The Film Officer, British Information Services, 360 N. Michigan Ave., Chicago, Ill. Tel. Andover 1733

San Francisco, Calif. (serving Northern Calif., Nevada, Utah, Oregon, Idaho, Washington, and Montana)      The Film Officer, British Information Services, 260 California St., San Francisco, California. Tel. Sutter 6634

Los Angeles, Calif. (serving Southern Calif. and Arizona)      The Film Officer, British Information Services, 448 South Hill St., Los Angeles, California. Tel. Vandyck 3171

New York, N. Y.  
If you do not live in one of the states listed above, write to:  
Central Depository, Film Division,  
British Information Services,  
30 Rockefeller Plaza, New York, N. Y.  
Tel. Circle 6-5100

THE BRITISH GARDEN FILMS ALSO ARE OBTAINABLE, ON TWO WEEKS' NOTICE, FROM THE BRITISH CONSULAR OFFICES AT: Atlanta, Ga.; Cleveland, Ohio; Denver, Colo.; Detroit, Mich.; Houston, Tex.; Jacksonville, Fla.; New Orleans, La.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Oregon;

St. Louis, Missouri; and Seattle, Wash.

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This list has been prepared solely for the information of those seeking films on the subject of gardening. The Department assumes no responsibility for accuracy of the subject matter of films other than its own productions, nor for the completeness of the list.

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Film Depositories

A Library of educational pictures (16mm. and 35mm., sound and silent) on various phases of agriculture, including crops, livestock, poultry, dairying, forestry, rural engineering, home economics, and related subjects is maintained by the Department. Most of these films are made for specialized use to assist the Department in its extension, regulatory, and administrative work, and available prints have been provided and are lent primarily for this purpose. However, prospective borrowers in the States named below may obtain prints of most Department films from the State institutions designated below on payment of a small service charge. Department employees and State extension workers may obtain prints free for use in their work.

ALA. . . . .	Ext. Service, Ala. Polytechnic Institute, Auburn.	KY. . . . .	Dept. of Visual Aids, U. of Ky., Lexington.
ALASKA . . .	Ext. Service, University of Alaska, College.	LA. . . . .	Ext. Service, La. State University, Baton Rouge.
ARIZONA. . . .	Ext. Division, Univ. of Arizona, Tucson.	MD. . . . .	Ext. Service, U. of Md., College Park.
ARK. . . . .	Dept. of Public Relations, Ark. St. Teachers College, Conway; also Ext. Service, 524 P. O. Bldg., Little Rock.	MASS. . . . .	Ext. Service, College of Agri., Amherst.
CALIF. . . . .	Ext. Div., Univ. of California, Berkeley (serves Northern Calif.); Ext. Div., U. of Calif., Los Angeles (serves southern Calif.); and IMCA, 251 Turk St., San Francisco.	MICH. . . . .	Ext. Service, U. of Michigan, Ann Arbor; also State Ext. Service, Mich. St. College, East Lansing.
COLO. . . . .	Bureau of Visual Instruction, U. of Colo., Boulder; also Ext. Service, Colo. St. College of Agri., Ft. Collins.	MINN. . . . .	Ext. Service, U. of Minn., St. Paul.
CONN. . . . .	Audio-Visual Aids Center, U. of Conn., Storrs.	MISS. . . . .	Director of Ext., Miss. State College, State College.
DELA. . . . .	Ext. Service, U. of Delaware, Newark.	MO. . . . .	Univ. Ext., U. of Mo., Columbia.
FLA. . . . .	Dept. of Visual Instruction, Gen. Ext. Div., U. of Fla., Gainesville; also Ext. Service, Experiment Sta., Gainesville.	MONT. . . . .	Ext. Service, Montana A&M College, Bozeman.
GA. . . . .	Div. of Gen. Ext., Univ. System of Georgia, 223 Walton St., N.W., Atlanta; also Ext. Service, College of Agriculture, Athens.	NEB. . . . .	Univ. Ext. Div., U. of Neb., Lincoln.
IDAHO. . . . .	Ext. Service, College of Agri., U. of Idaho, Boise.	NEV. . . . .	Agri. Ext. Service, U. of Nevada, Reno.
ILL. . . . .	Visual Aids Service, U. of Ill., Champaign; Ext. Service, College of Agri., Urbana; and IMCA, 19 South LaSalle St., Chicago.	N. H. . . . .	Ext. Service, U. of New Hampshire, Durham.
IND. . . . .	Bureau of Visual Instruction, Ext. Div., Indiana Univ., Bloomington; also Ext. Service, Purdue University, Lafayette.	N. J. . . . .	N. J. State Museum, State House Annex, Trenton; also Ext. Service, State College of Agri., New Brunswick.
IOWA . . . . .	Visual Instruction Service, Iowa State College, Ames.	N. MEX. . . . .	Museum of New Mex., Santa Fe; also Ext. Service, A&M College, State College.
KAN. . . . .	Bureau of Visual Instruction, Univ. Ext. Div., U. of Kansas, Lawrence; also Ext. Service, Kansas State College, Manhattan.	N. Y. . . . .	Ext. Service, College of Agri., Ithaca; also IMCA, 347 Madison Ave., New York.
		N. CAR. . . . .	Bureau of Visual Instruction, U. of N. C., Chapel Hill; also Ext. Service, St. College Station, Raleigh.
		N. DAK. . . . .	Dept. of Info., Agri. College, Fargo.
		OHIO. . . . .	Ext. Service, College of Agri., Columbus.
		OKLA. . . . .	Ext. Service, A&M College, Stillwater.
		ORE. . . . .	Dept. of Visual Instruction, Oregon Agricultural College, Corvallis.
		PA. . . . .	P&C Film Service, Pa. College for Women, Pittsburgh.

PUERTO RICO . . . .	Ext. Service, U. of Puerto Rico, Rio Piedras.	UTAH . . . .	Ext. Div., St. College of Agri., Logan.
R. I. . . . .	Ext. Service, R. I. State College, Kingston.	VT. . . . .	Robert Hull Fleming Museum, U. of Vermont, Burlington.
S. CAR. . . . .	Ext. Div., U. of S. Carolina, Columbia; also Ext. Service, Clemson Agri. College, Clemson.	VA. . . . .	Audio-Visual Education, St. Board of Education, Richmond.
S. DAK. . . . .	Ext. Div., U. of S. Dakota, Vermillion; also Ext. Service, S. Dak. State College of Agri., Brookings.	WASH. . . . .	Ext. Service, St. College of Wash., Pullman; also Central Wash. College of Education, Ellensburg.
TENN. . . . .	Div. of Univ. Ext., U. of Tenn., Knoxville.	W. VA. . . . .	The Library, U. of West Virginia, Morgantown.
TEXAS . . . . .	Visual Instruction Bureau, Univ. of Tex., Austin; Ext. Service, A&M College of Tex., College Station;	WIS. . . . .	Bureau of Visual Instruction, U. of Wisconsin, Madison.
		WYO. . . . .	Cooperative Film Library, Univ. of Wyoming, Laramie.

#### HOW TO BUY PRINTS OF MOTION PICTURES

Prints of the Department of Agriculture's color, and black and white motion pictures may be purchased in 16mm. size from Castle Films, Inc., 30 Rockefeller Plaza, New York, N. Y. No authorization from the Department is required to buy prints from Castle Films, Inc. Inquire direct of Castle Films, Inc., for prices and delivery arrangements.

Black and white prints in 35mm. size may be purchased from DeLuxe Laboratories, Inc., upon authorization from the Motion Picture Service, Office of Information, Department of Agriculture, Wash. D.C.

Federal and other government agencies may purchase both 16mm. and 35mm. black and white, prints from DeLuxe Laboratories, Inc., and 16mm. color prints from the Calvin Company at the Department's contract price, upon authorization from the Motion Picture Service, Office of Information, Dept. of Agriculture, Washington, D. C. Inquire of the Motion Picture Service for prices and purchasing procedure.

# *Slidefilms*

Gardening for Victory, part I, planning and planting the farm garden.  
No. 634. Released January 1943. (ES; BPI)

Each member of the Jones family has a part in growing their victory garden. Maples in bloom tell us when work begins. We see how Dick treats the seed to guard against plant diseases; how deep he plants and how far apart; how Jane protects seedlings from insects; how they grow more than one crop on the same plot. Slidefilm No. 635 will carry the story to its close. (42 frames; single, \$0.50; double, \$1.)

Gardening for Victory, Part II, the farm garden brings results.  
No. 635. Released February 1943. (ES; BPI)

The Jones family victory garden that Slidefilm No. 634 showed us how to plant now is growing fine. Dick and Jane carefully tend it. We see how they serve dust and poison to insects when they show up; how they keep their plants well; how they keep down weeds; the crops they have in the end for canning and storing. (57 frames; single, \$0.55; double, \$1.25.)

New Gardener, The. No. 641. Released April 1943. (ES; N.C. Ext. Serv.)

The slidefilm charts the beginner's course simply and in detail through the main steps in gardening. We see how to prepare the ground; how to plant various seeds, how far apart, and not too thick or deep; how and when to transplant, weed, stake, harvest. (49 frames; single, \$0.50; double, \$1.)

Home-grown Plants for Transplanting.

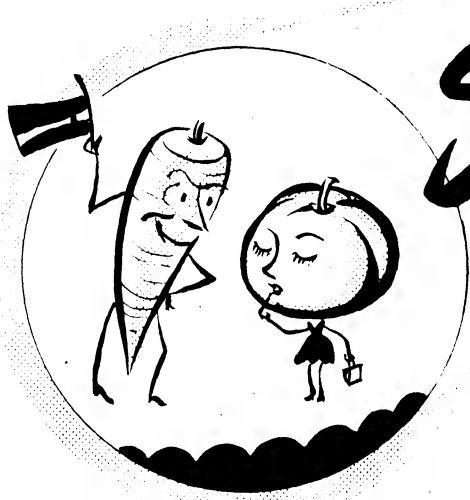
Many victory gardeners in town, city and on the farm will find it advantageous to grow their own plants for setting out. These slides show in close-up detail, step by step, the various operations and tricks of the process—preparing the soil, putting it in boxes, treating seed, planting seed, caring for the young plants, transferring them to flats, cups and pots and finally setting out. (36 frames; single, \$0.40; double, \$0.80.)

VICTORY GARDEN PUBLICATIONS FOR 1945

(Single Copies Available on Request)

- \*AWI-58 "Victory Gardeners Can Prevent Earworms"
- \*AWI-93 "Home Canning of Fruits and Vegetables"
- \*AWI-95 "Victory Garden Insect Guide"
- MP-525 "A Victory Gardener's Handbook on Insects and Diseases"
- MP-538 "Growing Vegetables in Town and City"
- FB-1673 "The Farm Garden"
- FB-1932 "Preservation of Vegetables by Salting and Brining"
- FB-1939 "Home Storage of Vegetables and Fruits"
- L-218 "The Home Fruit Garden in the East Central and Middle Atlantic States"
- L-219 "The Home Fruit Garden in the Southeastern and Central Southern States"
- L-221 "The Home Fruit Garden in the Central and Southwestern States"
- L-222 "The Home Fruit Garden in the Northern Great Plains, Northern Mountain and Intermountain States"
- L-224 "The Home Fruit Garden in the Pacific Coast States and Arizona"
- L-227 "The Home Fruit Garden in the Northeastern and North Central States"

\*Supplies available in bulk



# Stage a Victory Garden Harvest Show

Harvest shows may be effectively used in the Victory Garden campaign to stimulate and hold interest. If announced early enough in the season, they encourage better culture and diversification in the garden. Summer shows as a rule are not as effective a stimulus as are fall shows. This is because most gardeners can make a display from their spring plantings without much effort, while a fall show encourages them to keep up succession plantings and have productive fall gardens. Home canning of both vegetables and fruits does not make a cumulative showing until early fall. For these reasons, except in the northern states, shows are most commonly held in the fall (September and October). But they should be scheduled ahead of killing frosts, or the entries of fresh vegetables and fruits will be small and discouraging.

Prizes are not necessary to the success of a show, but if a committee desires to offer them, merchants are oftentimes generous in their donations of merchandise and money. A small entry fee or admission fee, collected to cover the expenses of the show, may provide a few war stamps that serve admirably as prizes.

Most shows involve an outlay of funds and a budget should be worked out at the beginning, making allowances for all known expenses, such as signs, hauling of tables and vases, paper plates, entry blanks, decorations, award cards, etc., as well as something for contingencies. The cost of a show will vary greatly, depending upon its size, whether or not the hall is paid for, and the cost of the programs, which may be elaborately printed or simple mimeographed statements. Advertising in the schedule and rental of commercial space, are often used to bring in revenue which may cover all costs.

Having decided upon a show, appropriate committees are set up to handle the following jobs:

1. SCHEDULE: This committee should prepare the rules for the show, determine the classes (beans, sweet corn, cucumbers, etc.) for the fresh and canned vegetables and fruits likely to be entered at that time of the year; the number of pods, ears, heads, or jars that constitute an entry; and, set the hours for the time of entry, hours of judging, and the period the show will be open to the public.

The rules of the show will tell who may enter, how many entries they may make in each class (one is preferable), and who is to furnish the containers. The number of classes will depend upon the number of crops in the gardens at that time of year, and whether or not the show will be restricted to fresh and canned vegetables or perhaps flowers and fruits may be wanted. The number of pods, ears, or heads in each entry should be specified for each class, i.e., 12 bean pods, 3 ears of corn, 3 cucumbers, 1 head of cabbage, 3 summer squash, 1 winter squash, 1 pint

jar, etc. The time for making entries should be planned if possible, so as to permit gardeners to bring their produce to the exhibit hall on their way to work. Judging should be planned for shortly after entries close while the fresh vegetables are in their best condition. The show should be open to the public so that all may see the kind and variety of crops the Victory gardeners are growing.

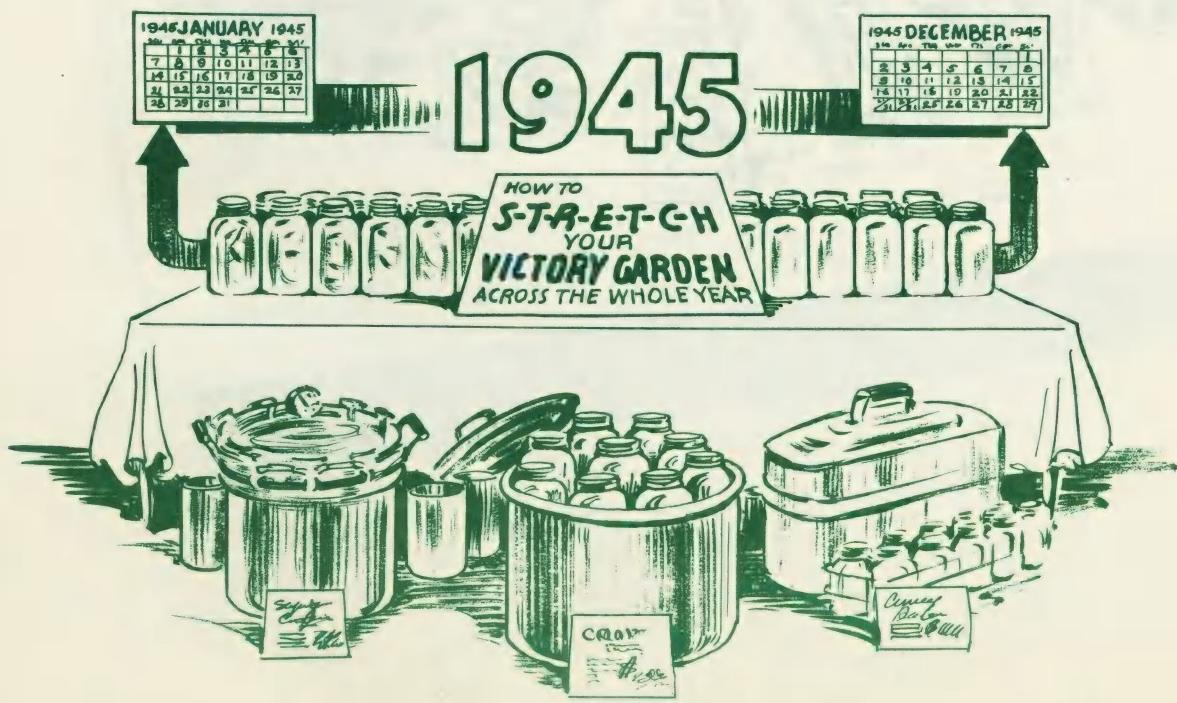
2. ARRANGEMENTS: This committee plans the show, first as to the layout (arrangement of tables and location of classes), and secondly, securing the room, tables, and containers. The room should be large enough for an effective display and it should be as centrally located as possible. The tables should be spaced to provide access as well as to lend an attractive view to visitors. Six feet is a minimum distance between the rows of tables. Three by six foot tables are very convenient to handle but improvised tables made of planks on sawhorses work just as well and it is often possible to borrow the lumber and sawhorses. Cover them with ordinary wrapping paper to improve the appearance. A six by three foot table will hold 50 six-inch paper plates which are satisfactory for beans, but are too small for potatoes, squash, and tomatoes. This sized table will hold 28 eight-inch paper plates. However, since additional space must be allowed for cabbage, chard, celery, and other large vegetables, not over 20 entries of large-sized vegetables can be accommodated on the three by six foot tables. The Committee should consider these in making the plan and estimating the number of tables needed. Group the exhibits of each kind of vegetable or fruit together for ease in judging.

3. JUDGES: A committee should be appointed to secure competent judges, preferably from outside of the area (the County Agent can often assist in obtaining them). Two or three judges for each group of exhibits, i.e., fresh vegetables, fruits, canned vegetables and fruits, and for flowers is desirable where qualified judges are available. In addition, assistants to the judges should be provided by this committee to place the ribbons, record the names of winners, and to mark the award cards. One or more people should be on hand during the period of making entries to record the exhibitors and to assign each an exhibitor's number which is written on the slips that identify the entries.

4. PUBLICITY: Newspaper and radio publicity should be arranged for, and this should begin several weeks in advance of the show if possible. Schedules of the show, listing the rules and classes should be distributed at least a week or more in advance of the show. Signs near the exhibit hall--a few days in advance are also desirable. This same committee might also assume the responsibility of preparing the small class cards which aid the exhibitor in placing his entries in the right classes.

5. SETTING-UP SHOW: The Arrangements Committee can include this physical job in their assignment. The members place the tables, containers, decorations, fill the bottles or vases (if flowers are included in the show), and then, dismantle after the show is over. Usually, the setting-up is done the night before the show is scheduled to open.

6. OTHER COMMITTEES: Sometimes it is desirable to have committees to solicit advertising, to arrange for prizes, to sell refreshments, for hospitality, and general supervision of the show. These are in addition to the General Chairman and his advisory committee which should include a treasurer to receive and disburse all funds.





# **Victory Gardening Plans Ready for Distribution**

**More Than 120,000  
Copies of Soil Planting  
Guides Are Made Avail-  
able at Various Centers**

Your 1944 victory garden plan is ready.

More than 120,000 of the first edition of these approved plans, developed under direction of Prof. James G. Moore, Madison, of the Wisconsin college of agriculture and director of the Wisconsin victory garden campaign, were redacted Thursday. The printed by The Journal. Waukegan county victory committee will have chartation of the plans in them more than 75,000 of sent out to garden leaders outside of Milwaukee under direction of Howitt of OCD. The

"The best results will be obtained by following these principles into consideration. The climate of Wisconsin, seed varieties that have been tested in the state area, and the production of vegetables are the most important factors in growing good food," says Professor

In Milwaukee county, most food, says F.R.C., available at 35 of the garden information centers, compiled by Milton Dreicer, library staff. In addition to being furnished to stores, florists and corporations sponsored clubs.

**Send for I**

Plans can also be  
Public Service Bure  
floor at The Journ  
dressed and stamped

addressed and stamped envelope to the Victory Garden department of the Public Service Bureau, Milwaukee Journal (1) also will bring you the plan requested.

The plans are designed for home gardens ranging in size from the 12 by 15 feet size for the salad greens

the dates of planting and do succession planting under which same rows are made to produce more crops. There are tables showing the amount of seed needed for a sized garden and the varieties recommended for Wisconsin. Thinning schedules are listed.

**Follow the Plan**  
Following plans, the girl learns he does not have to

# 'V' Garden Crop Value: **38 Million**

## **236-Quart Average**

# **Big Gardens Are Needed This Season**

## **What's Advice Given at Four-State Meet of Experts Here**

It's time to get ready for the  
new season, speakers before a  
state Victory garden confer-  
ence agreed here Monday.

reed the 1944 job is  
ite of many jars of  
t year's plantings  
nt shelves, they rec-  
r-growing demands  
e nation's food sup-  
fific burdens upon  
and the risks of a  
nd concluded Vic-  
must continue at  
l possible.

"possible ahead. We cannot  
We must keep those  
g," said H. W.  
ashington, D. C.,  
government's in-  
arden committee.  
**e' Gardens**

Den spot early and was the advice of baum urged larg asserting a 30x50 foot plot is "not you don't putter

fever blisters be-  
summer calluses,  
more in the gar-  
Amstein, Kansas  
calling for plen-  
He advised also  
s," in which all  
unily co-operate.

**Valuable** ed and the need s and girls can ice garden food e yet, said M. C. dent of Lincoln, emphasized that ters the educa- 12

# GARDENING QUESTION? ASK CENTER

# **VICTORY GARDEN GUIDE**

The essence of Victory gardening is contained in the various charts issued by the Oregon State college extension bulletins, which are issued through the state college in Corvallis, or through the offices of the county

cipal gardening charts from Extension Bulletin 587. Extension

**Bulletin 614**  
vegetable garden  
operation. It includes  
chart, Professor C. L.  
ed in some of the  
planting dates for  
gardeners who follow  
mal planting.

# **FALL ADVICE NOW ASKED OF GARDENS**

**By CARL MASKEY**

on Victory Gardens for

community garden group that letters from all over the state came to him, following his dis-

# Here are some stories the papers used in '44

## Victory Gardeners In Plot Against Hitler



H. C. SANDERS

Victory gardening—break out the spade, mister; the time is short!—will be started off by a big four-state conference here tomorrow and Thursday at the St. Charles Hotel.

National, state and club leaders of the back-yard and vacant-lot movement that produced an estimated 8,000,000 tons of fresh eatables last year will get together to lay out the beds, line up the rows, and sharpen the tools for this year's

### V-Gardens Held Ration Points Low

By ANN TEVICK

*Press-Scimitar Special Writer*  
WASHINGTON, Jan. 29.—Don't let the new low point values on vegetables daunt your plans for a Victory garden and home canning. These are just as important as ever. The tremendous total of 4,000,000 containers—filled more than 4,000,000 containers—played a great part in bringing points down. Home-canning not only boosts the food supply, but cuts down on critical transportation space.

Plans are under way in the Department of Agriculture's Bureau of Human Nutrition and Home Economics to make 1944 a more successful home food preservation year. At a recent conference it was recommended that further study be given to types of commercial jars suitable for home canning, and closures for them. So far coffee, mayonnaise, and peanut butter jars have been the most successful.

It was also suggested that further standardization of jar openings be made usable.

A number of the nearly 3000 families who have engaged in gardening have requested Mayor

Score sheets will be distributed again this year, as in 1943, for those who enter. Peggy Wittmann, 1943 sweepstakes winner, owed her success to careful planning and keeping a day-by-day record of spading, planting and cultivating. A

"Steeple Tom" Fitzpatrick, a

## Pullman Official Pleads for More Victory Gardens

The necessity for victory gardens will be even greater in 1945 than in previous years, according to Rudolph J. Mohr, Chicago, garden consultant for the Pullman Company, because liberated nations must be fed in addition to American military forces.

Speaking before an

Pullman Company T

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## Plan a Victory Garden

It isn't too early to be planning that Victory garden and it isn't too early to plan on entering the O. J. J. contest. This is just friendly rivalry among the members of the Victory club.

### In the Mail

Dear O. J. J.: I am 12 years old and would like to join the Journal Juniors and receive a pen pal list. I am a Journal

Journal Juniors and receive a

conservative estimate

of the opportunity to

spend time in the Victory garden this year

heavily in cash and

before the year is over.

conditions will result in more

of our crops being needed for

processing. Weather predictions

are not of my line,

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**2-PIECE GARDENS IN STYLE  
THIS YEAR**

Many victory gardeners who want to have larger gardens—as requested by the War Board Administration—may have to take on a second plot. Victory garden headquarters is urging committees to arrange early for use of land suitable for community gardens to be divided into plots of varying size to fit family needs and to include plots to supplement home gardens that are not big enough.

Such two-piece gardens would favor more efficient gardening and home production of more food crops. Many home lot gardens last season did not supply all the fresh vegetables the family could use because too much of the limited area was planted to crops such as corn, potatoes, late cabbage and vine crops. This did not leave space enough for the "much from little" crops—tomatoes, radishes, carrots, onions, lettuce, beets, beans, greens and turnips. Many will find it bet-



The county "Green Thumb" victory garden contest was C. H. Eis, 73, of 3725 W. Sheridan av., Tuesday. He will \$300 in war bonds and be one of 12 gardeners represented county in the national victory garden contest.

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## Horticulturist to Tell Victory Garden Advantages

Rudolph J. Mohr, Chicago horticulturist and Victory Garden consultant for the Pullman Company, will speak on the advisability and advantages of victory gardens at a public garden meeting Tuesday at 8 p. m. in the First Baptist Church. A similar meeting for Negroes will be held Wednesday at 8 p. m. at the McDonald Branch YMCA.

Mr. and  
are visiti  
for a we  
Mrs. F  
guest at  
M. E. A.  
Perth

# 'AID BEGINNERS TO GROW FOOD'

## 'Share Knowledge' Is Plea At Garden Conference

By MARY S. SMITH  
Press-Scimitar Garden Edit

**By MARIE**  
**Press-Savitar Garden Editor**

Emphasizing the need for more home food production, H. W. Hochbaum, chairman of the national Victory Garden Committee, Washington, D. C., told delegates at the Regional Victory Garden Conference at Hotel Peabody yesterday, "We must produce vegetables and fruits to help meet the needs of the armed forces and we must realize how vital these foods are for health." Hochbaum outlined a 13

Mr. Hochbaum outlined a 12-point program for home and farm gardeners. He stressed the importance of the city, school and community garden, urged use of all food produced and sounded a call for leadership from garden clubs and individuals who know gardens and help beginners.

Mrs. John Hackett, chairman of Arkansas Victory Garden Council, said the whirlwind campaign last year clubs were

# V-Garden Expansion Plan Told

## Leaders Here Frame Suggestions for Home-Grown Food

The four-state Victory garden conference here split up into six busy huddles Tuesday morning as garden leaders from Nebraska, Kansas, Missouri and Iowa tackled the job of molding six sets of recommendations.

All recommendations, which were to be reported before the meeting adjourns Tuesday afternoon, are aimed at hoisting Victory garden output in the four states this year.

Subjects and chairman were:  
1944 food requirements, Mrs. Ethel  
R. Bowen, college of agriculture,  
Lincoln; organization, L. C. Grove,  
Iowa State college, Ames; increas-  
ing production per garden, W. G.  
Amstein, Kansas State college,  
Manhattan; community gardens,  
Mrs. Fred Grouseman, Omaha;  
preservation and storage, Miss  
Florence Atwood, farm security  
administration, Lincoln; seed and  
supplies, J. W. C. Anderson, Uni-  
versity of Missouri, Columbia.

#### **Urge Planning Now**

C. H. Rhoades of Lincoln, secretary of the Nebraska advisory defense committee, took time out from a committee meeting to offer bits of advice to gardeners. First, plan your garden to fit canning and storage budget, recommended Rhoades. Then, if Victory plot isn't already as soon

## Victory Garden Keynote

THE opening gun in the 1944 Victory Garden campaign, touched off here in Detroit, was a Big Bertha.

Food shortages are of more serious nature this year than they were in 1943. "The obvious solution," declares Prof. Bethel S. Pickett, National Victory Garden Institute director, "lies in the cultivation of small gardens by the Nation's industrial workers, because we know we can't increase the farm gardens." Prof. Pickett, who is here to attend the National Victory Garden Conference, Wednesday and Thursday, declares the national goal for next summer must be 22,000,000 urban gardens, or 2,000,000 more than last year.

Prof. Pickett has sounded this keynote to a city that will heed him. Detroit's gardening record is excellent, but it will be bettered. Detroit is honored to serve as sounding board for the 1944 gardening call that will go forth from the

# *Use local success stories-*

## **IN THE PRESS ON THE AIR**

### *Here are some good examples!*



#### Looks like a good Victory Garden Year

Last year, Milwaukee County, Wisconsin, although small in square miles, had approximately 120,000 home gardens. This year, in spite of the removal of points on canned vegetables at planting time, there is an increase in number of gardeners as well as an increase in the size of gardens. Practically all the members of the Milwaukee County Victory Garden Committee of last year continued in the work, and I again serve as chairman.

The weatherman cooperated very poorly in the beginning of the season, giving us too much rain, making it difficult to plow the heavy clay soil, and putting us behind with our gardens; but later weather was better.

Two men from this office are spending practically all of their time answering questions over the telephone, writing letters, and working in particular with community gardeners. Twenty classes for gardeners are being conducted with an attendance of 326. The instructors met four times in the extension offices with Prof. J. G. Moore, head of the horticultural department of the University of Wisconsin. In addition, each junior and senior high school has a Victory Garden club, and a report from just the city of Milwaukee shows 15,849 pupils helping to care for 11,848 gardens.

Splendid garden plans were made available at all libraries and were furnished through the courtesy of the two leading newspapers, which are cooperating actively in the garden program. Several large retail stores cooperated in putting on special garden displays. Eight demonstration gardens are scattered throughout the cities.

Fine cooperation is being given in the rural areas, with 172 boys and girls taking the 4-H Club garden project and 6 large demonstration gardens being conducted on farms.--S. S. Mathisen, Milwaukee County Agricultural agent.

#### A Victory Garden For Every Home

Middletown, Ohio, a manufacturing town of some 30,000 inhabitants, had a Victory Garden for every home in 1944. There was some produce growing in every back yard.

The pride of Middletown Victory Gardening, however, is its community and industrial gardens - 1500 industrial gardens, 2500 community and home gardens, and an additional 1000 or more V-gardens in the immediate vicinity under guidance of the Victory Garden Committee.

Each industry appoints an industrial garden coordinator who heads up the company's garden committee. Many industries have land adjacent to their buildings for gardening. One corporation used an entire farm for community plots.

The city gardening department surveys and plots the gardens and provides the V. G. committee scale prints of each group. All garden plots are fertilized, a nominal fee covering the cost of fertilizer and land preparation.

Paul G. Swayne, Chairman of the Victory Garden Committee, attributes the success of the program to cooperation of individuals, industries, schools, Boy Scouts, garden clubs, and service clubs.

# A suggested Kick-off story for Garden Leaders



Victory gardeners of \_\_\_\_\_ are being urged to stay  
(name of your town)  
on the job in 1945, \_\_\_\_\_, chairman of the local Victory  
garden committee, said today. There will be just as much need for  
gardens and home canning this year as in any previous year, he added.

At a meeting of garden leaders from all parts of the country in Washington, D. C. recently, Judge Marvin Jones, head of the War Food Administration, paid a high tribute to gardeners and local garden leaders. He stressed the necessity of growing all the food we can in our gardens this year. "Home gardeners produced over 40 percent of the fresh vegetable supply in 1944", he said, "and we are asking them to equal this record in 1945."

Plans for the local garden program will be made at a meeting to be held at \_\_\_\_\_, the local chairman said. He called attention to a survey by the U. S. Department of Agriculture which reveals that the chief reason given for not having more gardens in towns and cities last year was lack of space. This presents a challenge which we cannot afford to ignore at a time when our country is asking us to grow all the food we can. Local garden leaders can perform no greater service than helping local gardeners find land suitable for gardening, he added.

## ADS that will find ready sponsors

The 10 ads shown on the other side of this sheet can be used in any way you like. Extension editors can obtain glossy prints of the artwork in very limited numbers by writing to Extension Service, Division of Extension Information, U. S. Department of Agriculture, Washington 25, D. C.

Many will want to localize the copy. Some may wish to release the mats in a group, some one at a time.

Minnesota and Wisconsin Extension editors have found their state press associations eager to handle such material for them -- and up to 70% usage has resulted from association mailings of mats. Your press association may be as cooperative.

The drawings may seem a little "modern" to some -- but they WILL get attention.

# YOUR 1945 VICTORY GARDEN ADS

(See other side of this sheet)



"THAT'S WHAT FARMERS CALL A 'CASH CROP'."

Farmers do raise "cash crops" -- crops which bring a cash return. No real spending money on the bushes, to be sure. But many a Victory Gardener, calculating how much money his garden has saved him in a season, is quite ready to call ALL his crops "cash crops."

**Sponsor**



"DAD'S GOING TO MAKE HIS VICTORY GARDEN ADMIRERS COMFORTABLE THIS YEAR!"

There isn't anything much more gratifying to a man than the admiration he draws for a neat, productive garden. And there are going to be more proud Victory Gardeners this year than ever before.

**Sponsor**



"WAIT BABY! THEY'LL TASTE EVEN BETTER WHEN THAT VICTORY GARDEN SOIL IS WASHED OFF!"

Baby caught on quick -- nothing quite like the taste of Victory Garden vegetables. Maybe it's because they're so fresh, but we think it's because we grew them ourselves.

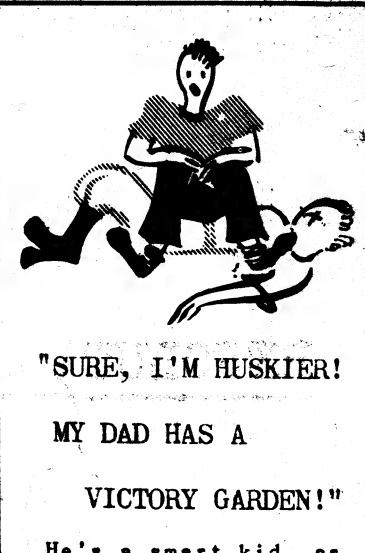
**Sponsor**



"NO, HONEY -- DADDY'S FLAME THROWER, ISN'T NECESSARY. THIS SPRAY WILL KILL THE BUGS."

Even after a couple years of Victory Garden experience, some of us get pretty excited when the insect armies appear. The thing is to have the right ammunition on hand to catch the first patrols before a heavy attack gets started. Nothing sadder than a garden with that bombed-out look.

**Sponsor**



"SURE, I'M HUSKIER!  
MY DAD HAS A  
VICTORY GARDEN!"

He's a smart kid, as well as a strong one. He understands that the extra-fresh, extra-good vegetables his dad gets from his Victory Garden are giving him a better than average start in life.

**Sponsor**



"WHAT HAPPENED - SPILL FERTILIZER?"

Fertilizer won't usually produce the results shown above, but it will certainly make a difference in anyone's Victory Garden. Every garden, whether it has had manure applied or not, needs fertilizer for best results.

**Sponsor**



"MY DAD BOUGHT A WAR BOND WITH THE MONEY WE SAVED WITH OUR VICTORY GARDEN!"

VICTORY GARDENS have paid for many a War Bond. Ever figure up how many dollars your garden food, fresh and canned, has saved you in a year?

**Sponsor**



"POP SURE HAS GOT WHAT TEACHER CALLS CIVIC PRIDE!"

Seems that thousands of Victory Gardeners have found themselves taking a new interest in the appearance of their yards, their neighborhoods, and their towns. Fine thing, we say, and a revival of good old American neighborhood spirit.

**Sponsor**



"NO, SONNY, THIS ISN'T A WEED LIKE IN YOUR DAD'S VICTORY GARDEN - IT'S A TREE."

Fewer people each year let the weeds black-out their Victory Gardens. Some of us still get a little careless or lazy, though, when the warm weather comes. Sure is a mistake to let the weeds get ahead when you think of the wasted food, time and work.

**Sponsor**



"BOY, DOESN'T THIS VICTORY GARDEN AIR MAKE A FELLOW RELAX!"

A lot of people have succeeded in licking home front "combat fatigue" right in their Victory Gardens. Nothing quite so soothing as a couple of hours working in the good old earth, associating with easy-going Mother Nature.

**Sponsor**

RESOLUTION: Columns for weeklies...

At a recent meeting of national Victory Garden leaders a resolution was passed urging each State Extension Editor to provide all weekly papers in his state with an authoritative, timely, weekly Victory Garden column. Any of the following may wish to help promote or distribute such columns: state press associations, associations of country editors, or state horticultural societies.

Another way to do it would be for editors to provide county agents regularly with Victory Garden story suggestions, and encourage them to write features for their county papers.

MATS OF THE 1945 VICTORY GARDEN SYMBOL



Free mats are available containing the symbol in three sizes as shown above. They can be cut apart for casting any of the three sizes for use in newspaper ads or features, publications, magazines, etc. The mats may be ordered in any quantity needed from:

Office of Information  
U. S. Department of Agriculture  
Washington 25, D. C.

Tear off and use order blank below.

-----

Please send me \_\_\_\_\_ copies of the 1945 Victory Garden symbol mat.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

# IT'S Garden Time!

MB 1188-Mar-45



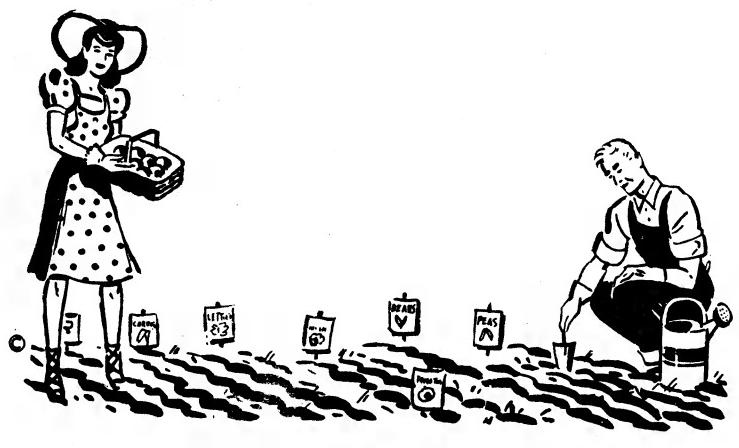
MB 157-Mar-45



MB 748-Apr-45



MB 1333-Mar-45



MB 51-Mar-45



MB 535-Mar-45



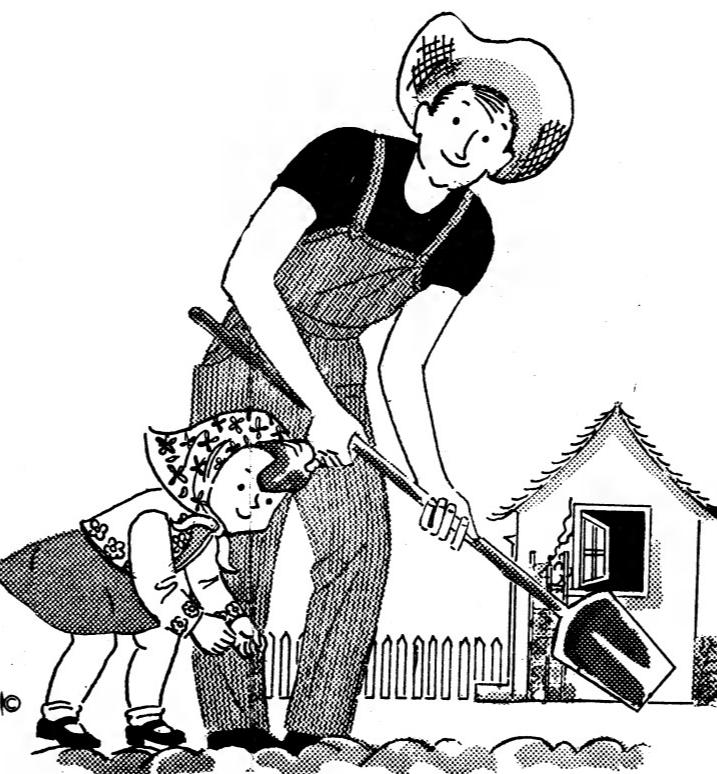
This material available for advertising purposes through advertising departments of newspapers subscribing to the Meyer Both service.



# Fall in, America.

MB 462-Apr-45

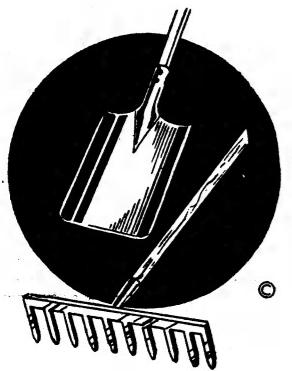
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MB 669-Mar-45



MB 680-Apr-45



MB 272-Apr-45



MB 118-Mar-45



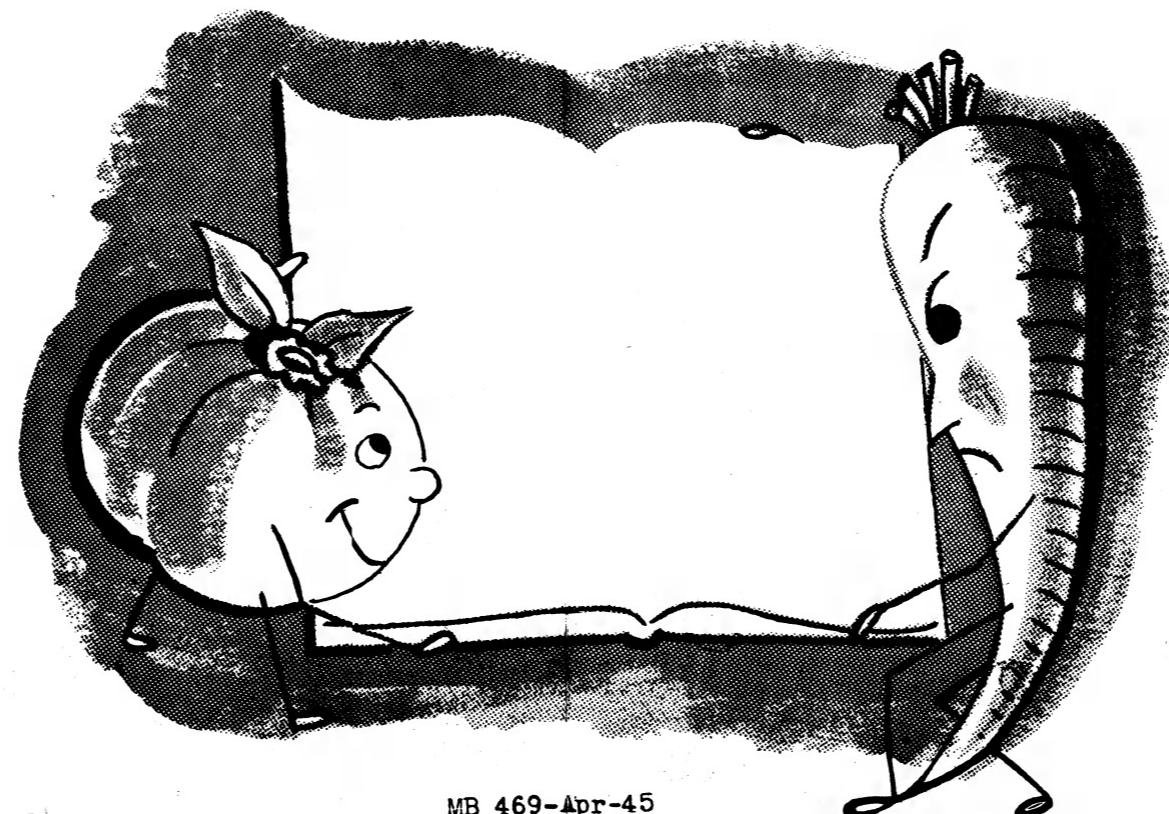
MB 745-Apr-45



MB 1282-Mar-45



MB 850-Mar-45



MB 469-Apr-45



MB 575-Apr-45



1107 FEB. '45  
Mat Page 11



1105 FEB. '45  
Mat Page 11



1103 FEB. '45  
Mat Page 14



1111 FEB. '45  
Mat Page 11



1102 FEB. '45  
Mat Page 14

## *Supplies for your VICTORY Garden*

1945

# VICTORY GARDEN

1115 FEB. '45  
Mat Page 11

Binder Index 4

This material available for advertising purposes through advertising departments of newspapers subscribing to the Metro service.

Mat Page 11

## *Supplies for your VICTORY Garden*

1120 FEB. '45  
Mat Page 11



1104 FEB. '45  
Mat Page 14



# 1945 VICTORY GARDEN

1121 FEB. '45  
Mat Page 11



This material available for advertising purposes through advertising departments of newspapers subscribing to the service.

The artwork shown in this proof is available through advertising departments  
of newspapers subscribing to the Metro Service.

# YOUR 1945 GARDEN IS VITAL TO VICTORY

"AS YE SOW, SO SHALL YE EAT"

1901 MARCH '45  
Mat Page 19



1910 MARCH '45  
Mat Page 19

The departure of Jack Frost is the signal to start spading the ground according to your Victory Garden plan. Sturdy spading forks and other garden implements will be found in our large stock.

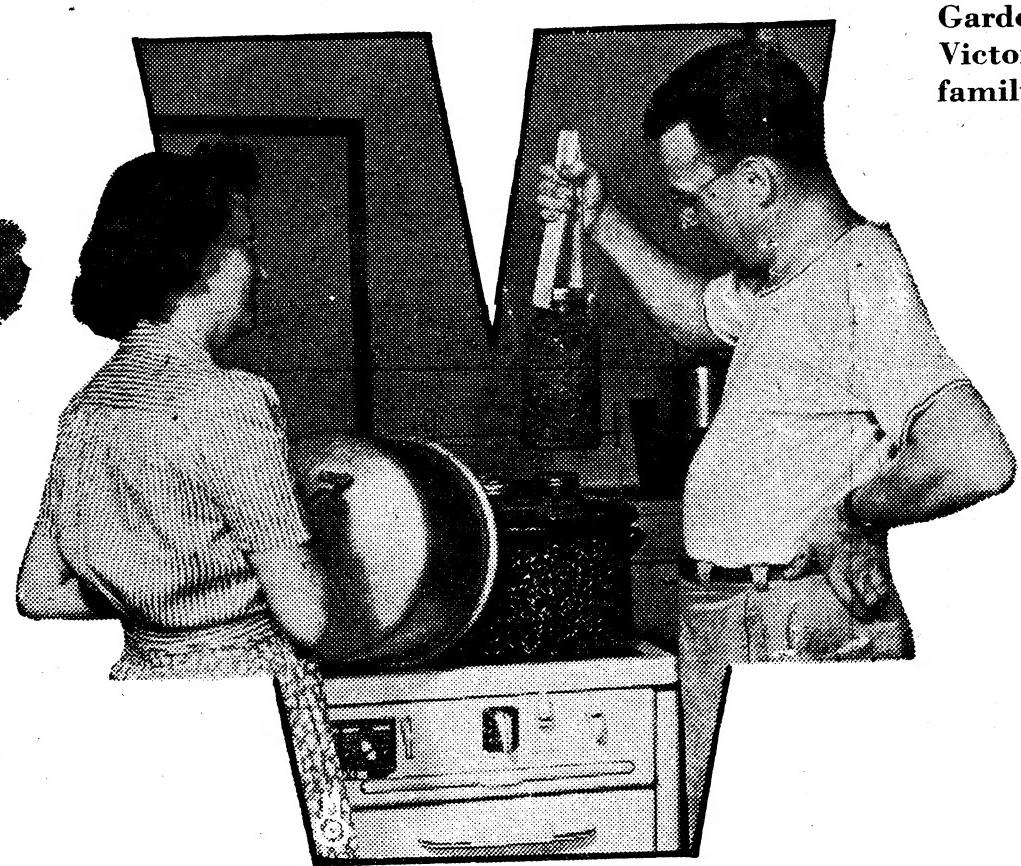
METRO GARDEN SUPPLY CO.

**PLAN  
NOW**

"... it is essential for every man and woman to do everything to help in the huge task of getting food produced and seeing that it is conserved and shared..." In these words the President of our United States urges that every citizen contribute to America's food supply. No matter how small your plot of ground is, start planning now for a 1945 Victory Garden. Backyard farming is vital to Victory—and it's fun for the whole family too!

### A Message for You... Mr. Advertising Man

For a time it was felt that the Victory Garden drive would require no extra special promotion this year. But this feeling was knocked into a cocked hat by War Time developments. Advertising must play its leading role in encouraging people to plant more. We bring you this full page of special material, made possible by the co-operation of the U. S. Department of Agriculture and urge you to encourage your local advertisers to get on the Victory Garden bandwagon. Here is the makings of a series of dramatic Co-operative pages.



1927 MARCH '45  
Mat Page 19

Early crops such as onions and radishes are first to be planted in your Victory Garden. If in doubt about what to plant ask our garden consultant when you buy your seed from our complete selection.

METRO SEED COMPANY



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You're a right to be proud of these first green shoots rising in your Victory Garden. Tend them carefully and keep the ground soft and free of weeds. We've the garden tools to do the job.

METRO GARDEN SUPPLY CO.

Gardeners beware! If insects invade your Victory Garden it means trouble. Best be prepared in advance by spraying early beans and other plants with our effective, easy to use insecticide.

METRO GARDEN SUPPLY CO.

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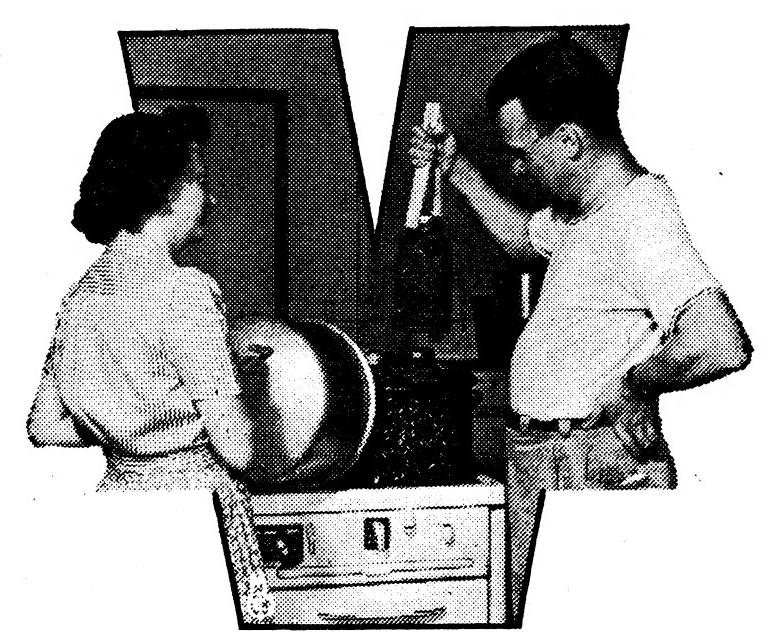
1909 MARCH '45  
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You'll burst with pride when your Victory Garden crop is ready to be harvested. To be sure of the finest possible produce you'll want all the necessary gardening implements. We have what you need.

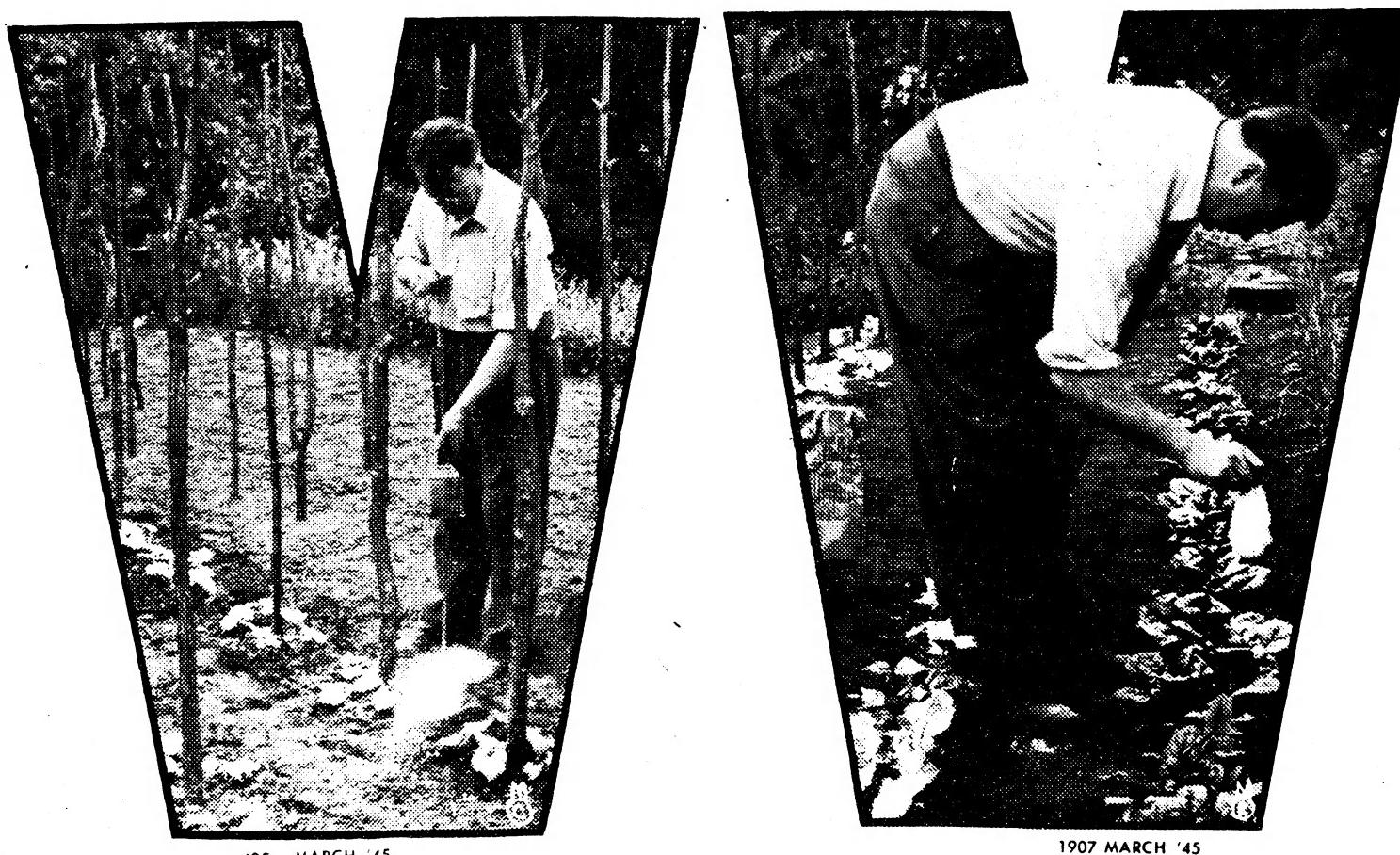
METRO HARDWARE COMPANY



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The pleasure of eating food grown in your own Victory Garden can be extended throughout the winter. When you preserve your surplus produce you not only treat yourself to tasty winter meals, but you also help stretch the nation's food supply. We have all the canning equipment you'll need to make your preserving a delicious success for next winter's dinners.

METRO HARDWARE COMPANY



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1906 MARCH '45  
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Even such sturdy plants as spinach need the protection of a watchful eye. Careful cultivation and insecticide when necessary will produce a healthy Victory Garden crop. We carry all garden supplies.

METRO SEED & GRAIN CO.

For the best Victory Garden produce, improve and enrich your soil with fertilizer. We carry all types and will be glad to advise the right kind for your particular needs. See us today.

METRO FERTILIZER COMPANY